SUPER NoVa Transit/TDM Action Plan

Achieving Mobility Beyond Boundaries

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DRPT
Virginia Department of Rail and Public Transportation

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MISSION:

Achieving Mobility Beyond Boundaries

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CHAPTER 1 INTRODUCTION

Stakeholder meeting in Arlington County that focused on discussing needs and identifying future opportunities.

Context of the Vision

Need for Mobility

Recognizing the transportation challenges faced by commuters in Northern Virginia communities, the Commonwealth of Virginia developed an ambitious vision to expand mobility dialogue beyond traditional local, regional, and state boundaries—the Super NoVa Transit and Transportation Demand Management (TDM) Vision Plan, which was completed in November 2012. The planning effort encompassed a "super regional" area including Northern Virginia and Washington, D.C., extending from Caroline and Spotsylvania Counties to the south and Frederick and Shenandoah Counties to the west as well as parts of Maryland and West Virginia, an area with more than 6 million people and 3.5 million jobs. Only by encompassing such a large area could the Vision Plan reflect an understanding of multistate travel patterns and future regional growth.

The Washington Metropolitan area is continually ranked among the most congested in the United States. The prosperity of the greater Northern Virginia region has been remarkable throughout the past 50 years. Population has continued to grow in an area that is already the most populous in Virginia. Northern Virginia has become an employment destination for people from three states—Virginia, Maryland, and West Virginia—and the District of Columbia. Growth in population and jobs has created tremendous benefits for Virginia and the Washington Metropolitan area, but growth is not without challenges.

Super NoVa Statistics

2010:

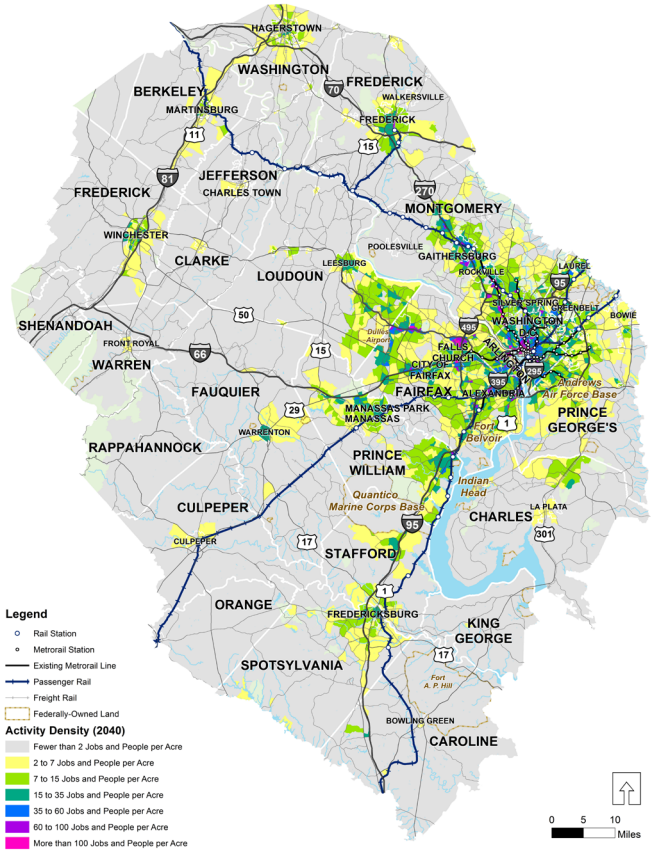
>6 Million
People

>3.5 Million
Jobs

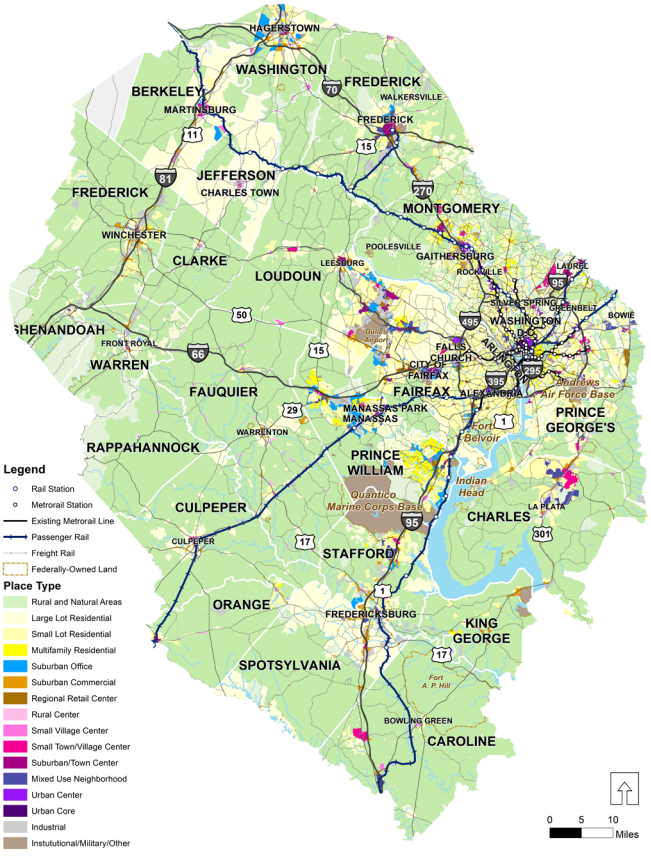
2040:

8 Million
People

5 Million
Jobs



Future (2040) Activity Density

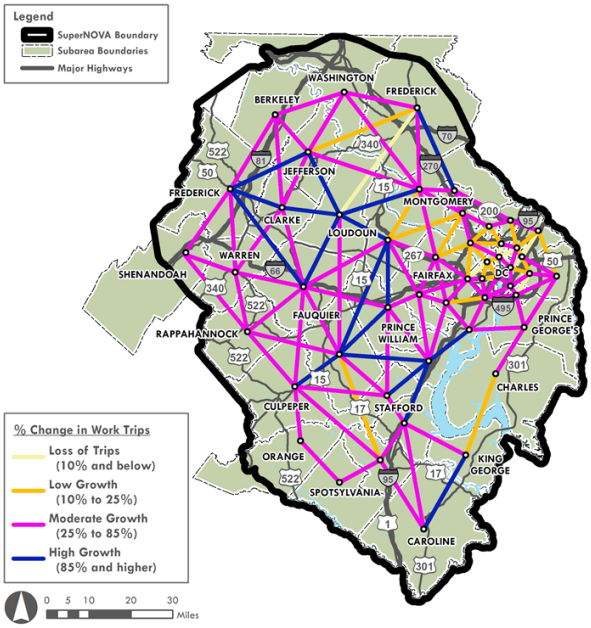


Future Place Types

People and Jobs. Forecasts indicate that by 2040, the region will grow by more than 1.6 million jobs and 2.1 million people. Considerable population and employment density will remain clustered in the traditional center of the Super NoVa region; however, significant growth is anticipated along nearly all of the region's major transportation corridors.

Travel Demand. Information from the Super NoVa region's four metropolitan planning organizations (MPO) models indicates that there will be substantial increases in traffic in already busy corridors and significant new travel patterns that are not well-served by transit and have limited TDM options today. Large increases in reverse-commuting, demand along major radial corridors, short trips in the traditionally-defined center of the region, and circumferential demand along major routes will challenge the transportation system.

Land Use and Development. In the future, there will be many more activity centers in the region, urbanization in rural and suburban areas, and further growth in the already dense and transit rich center of the region.



Future Work Trip Summaries. Source: Super NoVa Transit/TDM Vision Plan Executive Brief, November 2012

Visioning Mobility Beyond Boundaries

The Super NoVa Transit/TDM Vision Plan envisions safe, strategic, and seamless mobility via new and coordinated rail, transit, and TDM options in the greater Northern Virginia region. Goals of the vision plan are:

- Increase mobility and transportation choice through strategic investments in transit and TDM
- Efficiently use transportation infrastructure to meet current and future transportation needs
- Integrate transportation and land use planning and policy
- Support sustained economic growth and prosperity

The Vision Planning Process

Public and stakeholder involvement was a significant component of the planning process. Public agencies, advocacy groups, and citizens engaged in participatory workshops during the planning process. Staff from public agencies throughout the study area participated in four rounds of working meetings that corresponded with decision points during the study. These meetings provided valuable insight into regional transit and TDM challenges, opportunities, and needs, and they aided in informing the justification for many of the Vision Plan recommendations. Public meetings were also held at transit-accessible locations throughout the study area at significant project milestones. In the first round of meetings, the public learned about the Vision Plan and shared ideas with the study team. During round two, the public was engaged to better define regional needs and concepts to address mobility challenges. Draft plan recommendations were presented and reviewed by the public in the third round of meetings. Social media (Facebook and Twitter) and a web presence further engaged people throughout the Vision Plan's development.

Public meeting focused on draft plan recommendations.

Super NoVa Engagement

16 Stakeholder/ Public Meetings

www.supernovatransitvision.com

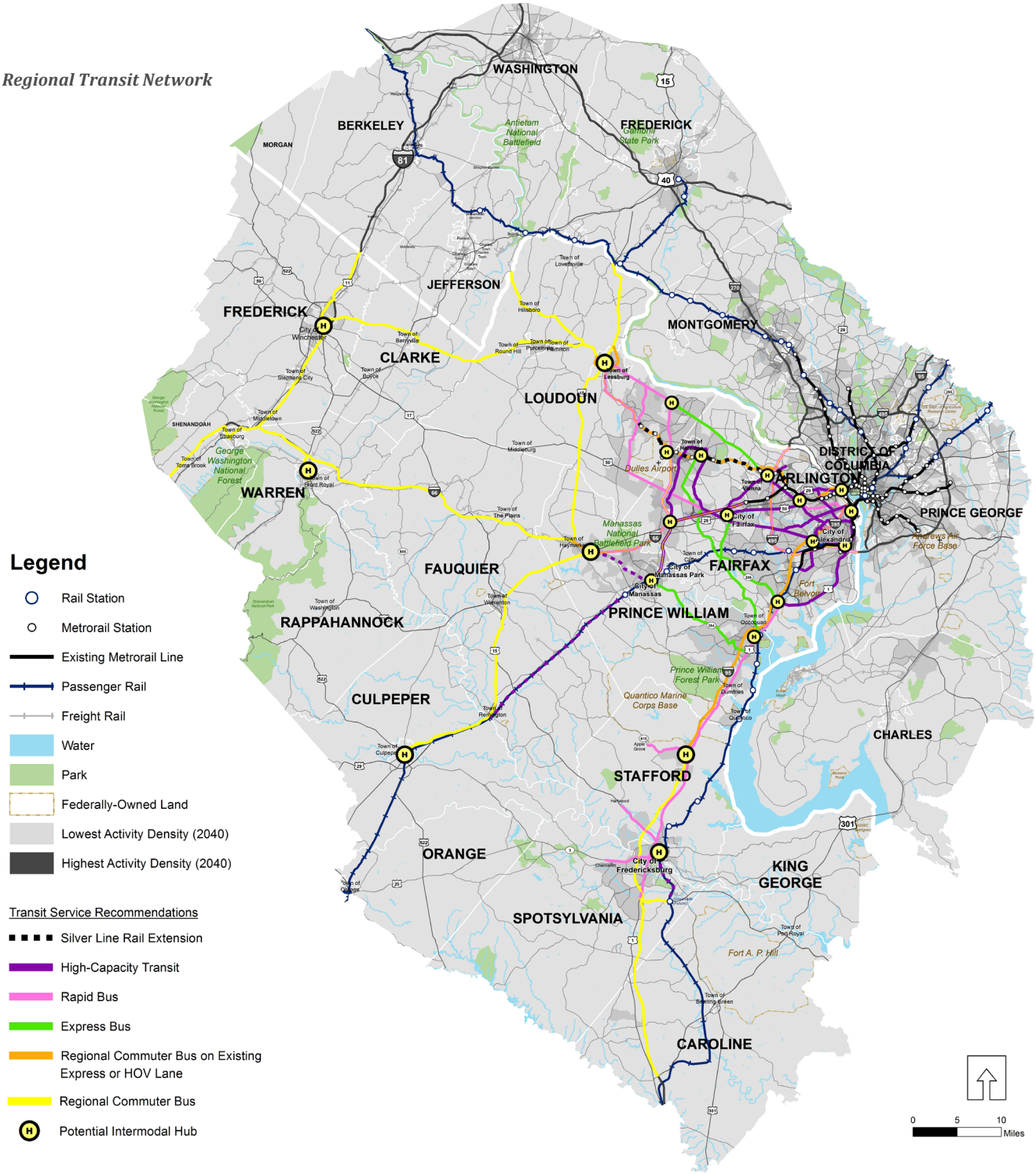
@SNoVaTransitTDM

facebook.com/SuperNoVaTransitTDM

The Super NoVa Transit and TDM Vision Plan

The Vision Plan evaluates current transit service and TDM programs; existing and future land use, population, and employment conditions; travel patterns and trends; and projected travel demand as a basis for the development of a vision for transit and TDM in the super region from now to 2040. The Vision Plan identifies realistic, but visionary strategies for enhancing people's mobility through non-single occupant auto travel under existing and future conditions. It contains recommendations for a wide range of transit modes as well as transportation demand management programs and infrastructure. Noteworthy recommendations are shown on the following pages.

Regional Transit Network

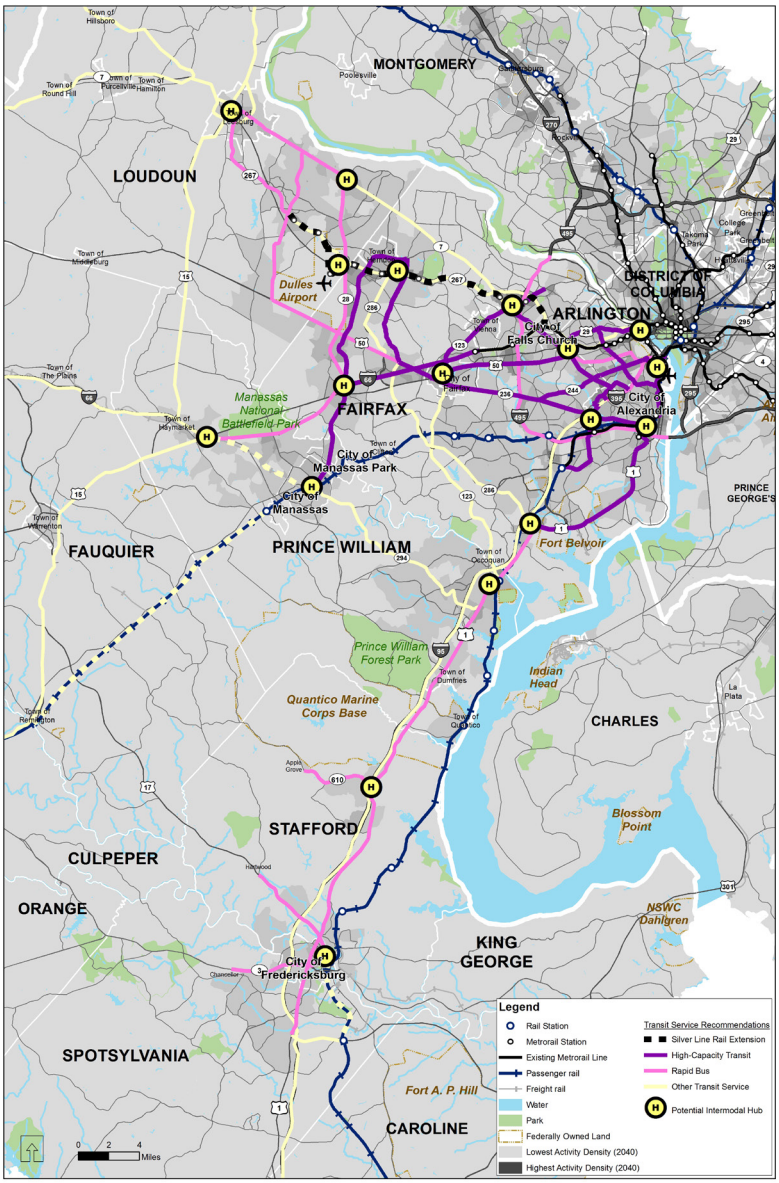


Regional Transit Network — The recommended transit network is comprised of an interconnected network of corridor and area-focused transit facilities and services that dramatically expands the availability of high-quality transit across the region. A portion of the network is commuter-oriented, including services operating in general purpose travel lanes as well as in existing and future express or high occupancy vehicle (HOV) lanes.

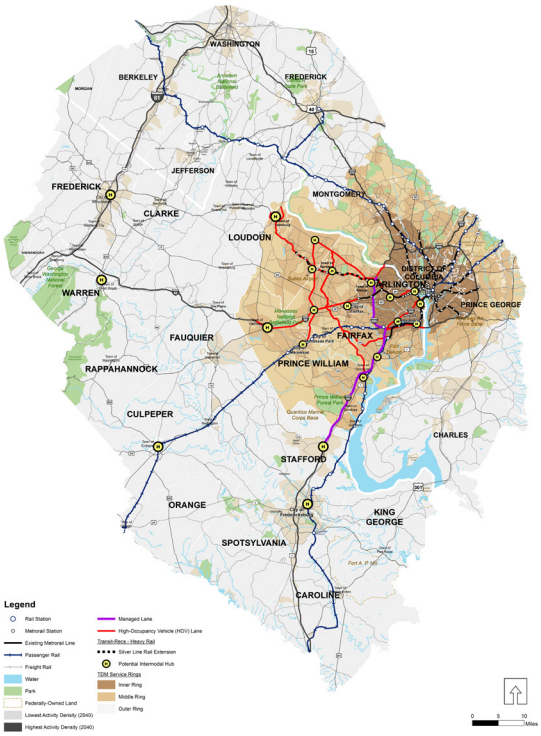
Higher Capacity Transit Network — A dramatic investment in rapid bus, bus rapid transit (BRT), light rail transit (LRT), and other high capacity transit along major corridors is recommended throughout the center of the region. The higher capacity transit network vision is for frequent, extensive (duration), higher-speed services coordinated with sophisticated facilities. The Vision Plan recommends supporting transit operators in addressing core capacity constraints through regional prioritization of necessary investments.

Transit Facilities — As some of the region's transit services continue to grow and evolve to serve a broader regional need, transit storage and maintenance facilities will need to evolve. Transit facilities need to be viewed as regionally beneficial infrastructure in the planning and development stage rather than falling on a single jurisdiction or agency to implement as an isolated project. The Vision Plan also recommends supporting the transit network with appropriately scaled transfer, intermodal, and multimodal hubs. The development of transit hubs is user-focused, enabling travelers to easily make transit connections and easily access comprehensive TDM services.

Local Transit Service — Projected growth in the Super NoVa area will create a need for additional local transit service, particularly service that crosses one or more jurisdictional boundaries. With much of the region in need of additional local services today, the pressures of future growth only will increase the need for additional local and multi-jurisdictional services.



Recommended Higher Capacity Transit Network



TDM Strategies for Hubs and Corridors

Transportation Demand Management — Robust TDM programs and services that can increase people's travel choices, inform the public about their travel choices, and shift travel demand are needed to complement transit facilities and services. The Vision Plan recommends expanding existing TDM programs and services as well as coordinating between TDM agencies to establish regional TDM programs and services. First- and last-mile connectivity improvements throughout the region and specific strategies focused on hubs and travel corridors all will be integral to increasing people's access to transportation.

Policies

Complementing the extensive infrastructure, service, and program recommendations, the Vision Plan identifies policies that would contribute to greater regional mobility. Policy topic areas included:

- ***Planning*** — Planning at a broader scale so that relatively scarce resources can be used to create the greatest benefit
- ***TDM*** — A demand management approach to transportation to maximize the efficiency of the transportation system, deliver better environmental outcomes, improved public health, stronger communities, and more prosperous and livable cities
- ***Transit Facilities*** — Planning for, constructing, and operating these "super region"-serving facilities in close coordination with the communities in which they are located
- ***Access to Transit*** — Expanding access to transit through strategic investments in pedestrian and bicycle infrastructure to increase transit use and personal mobility
- ***Operations*** — Coordinated operating plans, avoidance of service duplication, and increased service efficiency to improve the experience of transit patrons and increase service marketability
- ***Technology*** — Application of advanced communication and information technologies and management strategies to optimize the performance of surface transportation systems
- ***Marketing and Communication*** — Targeted, consistent, and clear communication that informs the public of the travel options available to them

The Super NoVa Transit/TDM Vision Plan development process was a successful start to broader regional coordination on transit and TDM. The Vision Plan addresses current and future transit and TDM conditions and needs. It identifies broad approaches to enhanced mobility and offers recommendations that create more travel choices.

A vision is important, but the results of actions are where people see and feel the benefits of that vision. **Recognizing that the transportation challenges of the region will only become more pronounced over time and that transit and TDM can have a significant role in maintaining regional mobility, a plan of action for Vision Plan recommendations was developed.**

The following sections provide a summary of the development of the Action Plan and the themes discussed among the region's leaders and agency staff. These sections also lay out a potential path forward on implementing many of the Vision Plan's recommendations by identifying specific next steps, priorities, and potential outcomes.

CHAPTER 2 ACTION PLAN CONTEXT

A PRTC OmniLink bus arrives at the Woodbridge VRE Station. Source: BeyondDC.com

Upon completion of the Vision Plan, the commonwealth's leaders, in cooperation with the region's stakeholders and leaders, initiated the development of a plan of action for advancing key elements of the Vision Plan for implementation, recognizing the benefits that implementing its recommendations could have on mobility in the Super NoVa region.

Goals for the Action Plan

- Identify short-, mid-, and long-term actions and next steps related to Vision Plan recommendations
- Identify roles and responsibilities among local, regional, and state agencies for leadership and implementation of Vision Plan initiatives
- Identify opportunities to integrate Vision Plan recommendations into applicable local, regional, and state plans
- Explore potential platforms for continued coordination, dialogue, and long-term leadership of Vision Plan initiatives

Within the region, public agencies are already advancing initiatives related to Vision Plan recommendations. Recognizing the leadership already exhibited, the Action Plan seeks to build on these successes. In order to achieve the vision of mobility beyond boundaries, continued support and active participation of the many agencies within the region will be required.

Regional Consortium Purpose

To provide leadership and continuing dialogue on transit and TDM policies, programs, and projects that achieve mobility beyond boundaries, leading to mobility freedom in the Super NoVa region.

Guiding the Action Plan's Development

The Super NoVa Transit/TDM Regional Consortium and the stakeholder subcommittee were formed to provide guidance and insight into the development of the Action Plan. These groups were comprised of staff and appointed and elected leadership from throughout the region.

Super NoVa Transit/TDM Regional Consortium

While there are a number of regional bodies represented in the Regional Consortium, no single organization is responsible for the entire Super NoVa region. The Regional Consortium serves as a group of individuals representing existing planning bodies that came together to guide the Action Plan development process.

Participants

- Elected officials from local jurisdictions with a regional purview
- Agency executive staff and leaders of influential regional transportation and planning organizations (see **Table 2-1**)
- Representatives from the General Assembly and the Commonwealth Transportation Board (CTB)

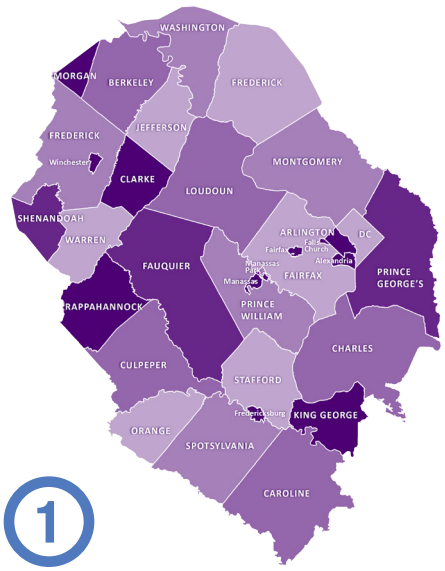
Topics Addressed

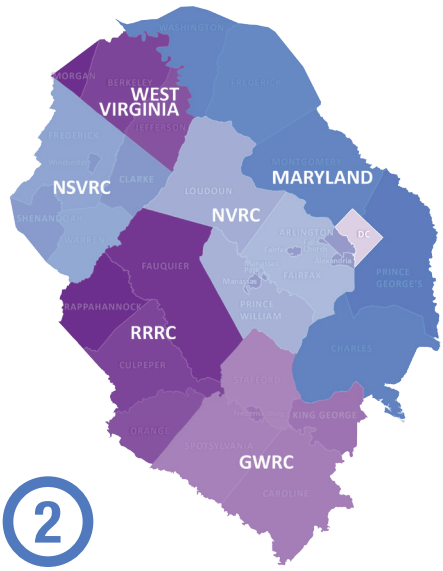
The Regional Consortium met four times during the Action Plan process. The meetings provided insight into the development of the Action Plan and identified a platform for continued dialogue and leadership for Super NoVa.

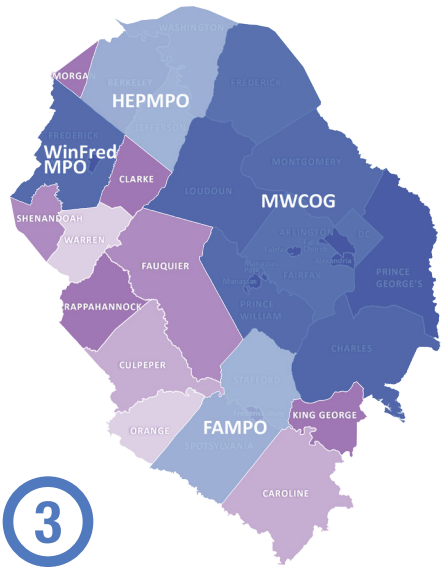
- **Meeting 1: Introduction.** During this meeting, the Vision Plan was recapped, an introduction of the Action Plan and its mission and goals was provided, and the role of the Regional Consortium in the action planning process was discussed.

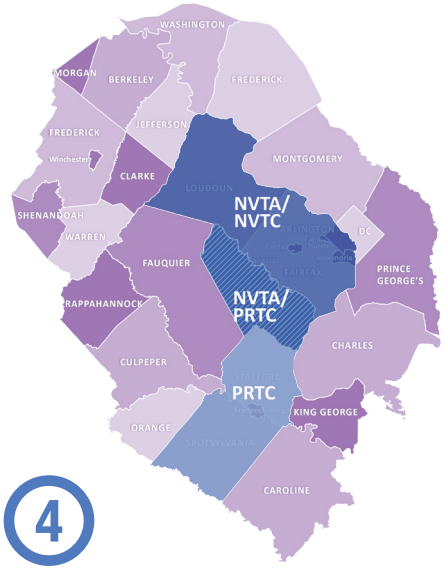
Table 2-1. Transportation & Planning Organizations Invited to Regional Consortium

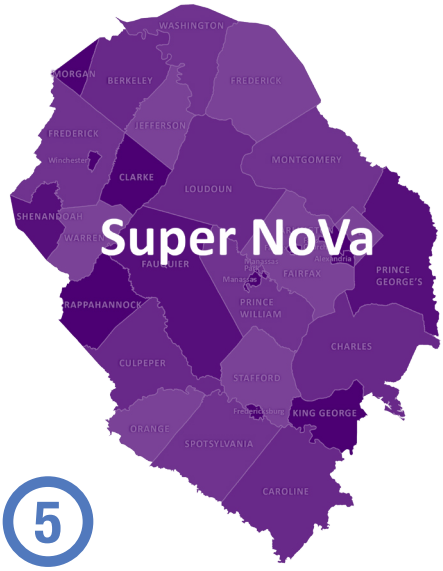
Acronym	Name
FAMPO	Fredericksburg Area Metropolitan Planning Organization
GWRC	George Washington Regional Commission
MWCOG	Metropolitan Washington Council of Governments
NSVRC	Northern Shenandoah Valley Regional Commission
NVRC	Northern Virginia Regional Commission
NVTA	Northern Virginia Transportation Alliance
NVTA	Northern Virginia Transportation Authority
NVTC	Northern Virginia Transportation Commission
PRTC	Potomac and Rappahannock Transportation Commission
RRRC	Rappahannock-Rapidan Regional Commission
TPB	Transportation Planning Board
VRE	Virginia Railway Express
Win-Fred MPO	Winchester Frederick County Metropolitan Planning Organization











No single organization is responsible for transit and TDM planning in the entire Super NoVa region:

1. *Existing Coordination – Local Jurisdictions*
2. *Existing Coordination – Planning District Commissions*
3. *Existing Coordination – Metropolitan Planning Organizations*
4. *Existing Coordination – Other*
5. *Super NoVa*

- **Meeting 2: The Future of the Regional Consortium.** At this meeting, initial potential policy actions were reviewed and the future structure of the Regional Consortium was discussed.
- **Meeting 3: Update on the Action Plan.** In the third meeting, the analysis that led to Vision Plan recommendations was discussed, and an update on the Action Plan progress was provided. Near-term opportunities and potential actions were discussed.
- **Meeting 4: Articulating the Action Plan.** The final meeting focused on the draft Action Plan and discussed the approach to moving forward.

The Regional Consortium provided the following general guidance:

- Demonstrating short-term success will be essential in building support for Super NoVa regional planning and project implementation for the long-run
- The region needs to focus on maximizing existing infrastructure and resources
- There is value in bringing representatives from the existing regional and local bodies together for coordination without the creation of a new regional entity
- Regional and local bodies could use the Action Plan data to identify priorities beyond which are already being pursued

Stakeholder Subcommittee Purpose

To provide input and feedback on transit and TDM policies, programs, and projects that achieve mobility beyond boundaries, leading to mobility freedom in the Super NoVa region.

Stakeholder Subcommittee

A staff-level subcommittee was established to provide technical insight into the development of the Action Plan. Throughout the Action Plan development process, this group met four times to discuss such topics as prioritization, potential early actions, leadership in implementation, and barriers to success.

Participants

- Regional planning body staff
- Local jurisdictional staff
- Public and private transit operators
- TDM providers
- State agency staff

Topics Addressed

The stakeholder subcommittees met four times throughout the Action Plan process.

- **Meeting 1: Introduction and Priorities.** During this meeting, an introduction of the Action Plan process, mission, and goals was provided; the role of the stakeholder subcommittee in the action planning process was discussed; and Action Plan policy priorities were identified.
- **Meeting 2: Next Steps.** At this meeting, policies were discussed in detail related to desired outcomes, obstacles, existing opportunities, and potential next steps.
- **Meeting 3: Prioritization**. In the third meeting, a draft list of policies with next steps was reviewed and prioritization and implementation time frames were discussed. A stakeholder comment period occurred following Meeting 3 in preparation of the Draft Action Plan.
- **Meeting 4: Articulating the Action Plan.** The final meeting focused on the draft Action Plan and the methods for moving forward. A stakeholder comment period occurred following Meeting 4 and the release of the Draft Action Plan.

The Stakeholder Subcommittee provided the following general guidance:

- The Action Plan should focus on a few initiatives that can be accomplished as "early wins"
- It is important to acknowledge ongoing initiatives that have already begun to address the Vision Plan Policies
- TDM actions can serve as potential starting points
- It is not desirable to create a new regional transportation planning or operating entity
- Addressing core capacity issues is critical

Public Engagement

The Action Plan set out to continue the successful Super NoVa engagement process initiated in the Vision Planning process. Public involvement followed Federal and Virginia requirements and included social media, an online survey, and in-person meetings.

The public involvement program sought to:

- Create awareness of the Action Plan and benefits of developing priorities for elements of the Vision Plan
- Inform and educate the public about the Action Planning process, its objectives, and outcomes
- Gather input from the public regarding their mobility priorities

A variety of methods were used to educate, inform, and engage the public about the Action Plan and public meetings. These included a plan-specific contact list with email notifications (in English and Spanish); plan website; newspaper ads (in English and Spanish); press releases (in English and Spanish); coordination with regional public affairs managers; and outreach to low-income, minority, and limited-English proficiency (LEP) populations.

One set of public meetings was held during the development of the Action Plan. The meetings took place at transit-accessible locations in Alexandria and Manassas in December 2013. The meetings were open-house style, with a brief presentation and interactive dialogue. The presentation discussed the Action Plan development process, goals, and draft plan while boards provided information on Action Plan policies and next steps. The public was asked to review early implementation policies and longer-term high priority policies. They could share their insights in dialogue and via written questionnaires and fill out optional demographic surveys. The meetings were facilitated by DRPT with assistance from the project team. DRPT staff and project team members

A stakeholder meeting focused on developing next steps for action plan policies.

The following Title VI-related paragraphs were included on the appropriate outreach materials:

- The DRPT will strive to provide reasonable accommodations and services for persons who require special assistance to participate in this public involvement opportunity. Contact the Title VI Compliance Officer at (804) 786-4440 or TDD 711 for more information.
- The DRPT is committed to ensuring that no person is excluded from participation in, or denied the benefits of, its services on the basis of race, color, or national origin, as protected by Title VI of the Civil Rights Act of 1964. For additional information on DRPT's nondiscrimination policies and procedures or to file a complaint, please visit the website at www.drpt.virginia.gov or contact the Title VI Compliance Officer, Linda Maiden, 600 E. Main Street, Suite 2102, Richmond, VA 23219.

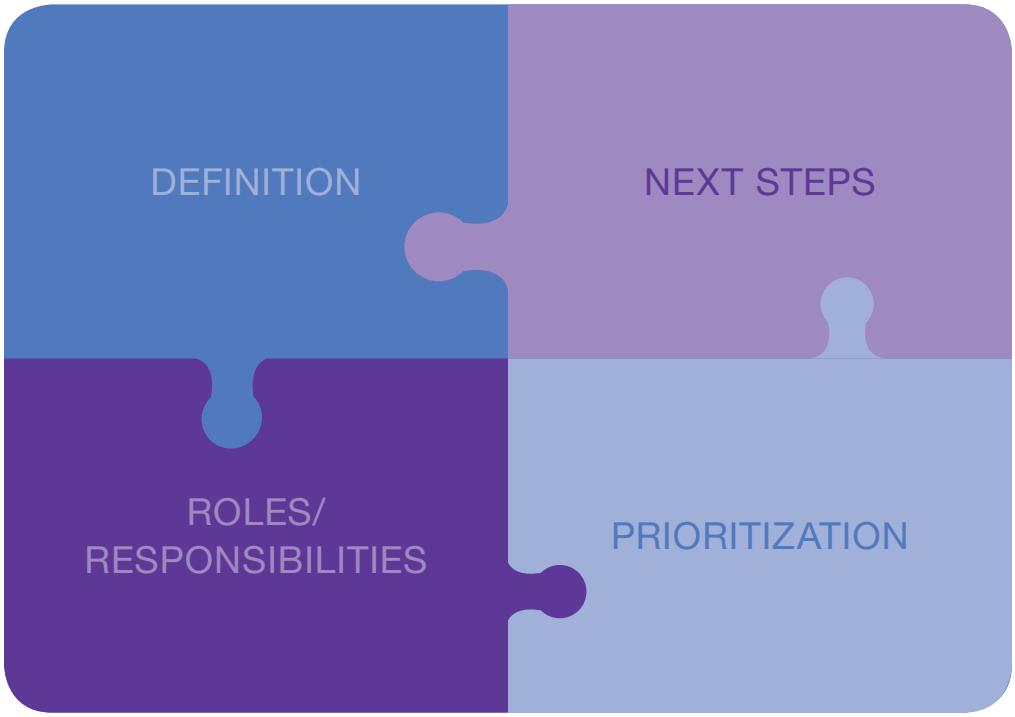
were available throughout the meetings to assist with questions and take comments. Copies of meeting materials, the questionnaire, descriptions of the public outreach, and actions taken to involve a diverse audience are available upon request.

Public Comments

Citizens were offered several ways to submit comments on the study. In addition to the opportunities at the public meetings, the questionnaire was available on the plan website as a printable PDF and an electronic survey. Comments were also requested via email and mail. A record of public involvement is available upon request. A brief summary of thematic comments follows:

- People are looking for more options, transit service reliability, more frequency and hours of service, and improved information
- Others are looking for new services or service to new areas
- Based on survey responses, access to and from transit and operations are the most important policy actions
- Based on survey responses, the highest ranked policies by category are as follows:
  - **Planning:** enhance multijurisdictional transit and TDM planning
  - **Transportation Demand Management:** Develop corridor- and activity center-specific TDM programs
  - **Facilities:** Build a system of intermodal transit centers/hubs with supporting infrastructure, services, programs, and technology
  - **Access to and from transit:** Provide facilities and bicycle access to all transit stops and stations
  - **Operations:** Establish a universal transit payment system
  - **Technology:** Implement Automatic Vehicle Location (AVL) on public and private transit services regionally
  - **Marketing and communications:** Promote consistent branding focused on projects of corridors rather than individual providers

CHAPTER 3 ACTION PLAN DEVELOPMENT



Parts of a whole: ***the Action Plan policy recommendations are made up of four parts—definition, next steps, roles/responsibilities, and prioritization***

The Action Plan was developed with the input of the Regional Consortium and the project stakeholders. The Regional Consortium and stakeholder subcommittees focused the Action Plan on addressing items that would benefit more than one jurisdiction, super-regional priorities, and early successes. There were two main areas of focus: policies and projects.

Policies

The following describes the elements of the Action Plan policy recommendations.

Policy Definition

Policies from the Vision Plan are defined in more detail in the Action Plan. The definitions include:

- **Desired outcomes:** Potential results from implementing this policy
- **Potential implementation barriers:** Potential issues that might challenge implementation
- **Existing opportunities/efforts:** Examples of projects or initiatives that are happening now that could serve as building blocks for implementation

Next Steps

For each policy, a set of potential next steps is identified—they are actions to move this policy toward implementation. Each step was assigned one of the following timeframes:

- Immediate-term (0-2 years)
- Short-term (2-5 years)
- Medium-term (5-15 years)
- Long-term (15+ years)

A policy's implementation horizon is the period in which the overall policy can realistically be implemented based on its outlined steps.

Roles/Responsibilities

Roles were identified for each policy action:

- **Lead & Support** roles were outlined for each policy action. The roles identify specific organizations or groups of organizations that would be appropriate for executing each action.

Prioritization

The preliminary prioritization for the policies was done by determining the answers to four key questions of implementation:

- **Does the action support continued efficiency of public spending?** Resources are finite. Individual jurisdictions or regional bodies prioritize projects and make decisions to efficiently spend public monies on a daily basis. In some cases, the Super NoVa region might benefit from things like economy of scale across multiple jurisdictions or increased private sector participation.
- **Does the action provide direct user benefit?** The highest priority is the travelling public. Actions that provide direct user benefit will have an explicit impact in improving mobility for residents, employees, and visitors to the region.
- **Is the action presently defined as a state or regional priority?** The focus of efforts should be on actions that address already identified needs within other regional and state plans.
- **Was the policy identified as a Super NoVa regional priority by stakeholders or the Regional Consortium?** The stakeholder subcommittees and Regional Consortium provided their input as to the most important policies.

Policies were given a preliminary ranking of "high", "medium", or "low" based on the number of affirmative responses to the above questions. It should be noted that priority may differ from implementation horizons (i.e. there may be high priority policies that have a long term implementation horizon).

Projects

The project section of the Action Plan discusses the process for project implementation for different types of transit modes. The process for implementing some of the transit projects in the Vision Plan are already underway; the Action Plan provides the status of these projects.

A Note on Funding

The Super NoVa Action Plan process did not include the identification of new funding sources or a review of existing sources. It is acknowledged that many of the initiatives outlined in the Action Plan would require an investment of time and money. The Action Plan is not a mandated list of new initiatives. Instead, it is intended to serve as a guide for implementation of actions and policies, many of which are already underway in local and regional bodies.

Action Plan Document

In accordance with feedback from the Regional Consortium and the stakeholder subcommittee, the team began to form the Action Plan document which would highlight vital policies and short-term implementation opportunities, while providing a clear path toward implementation for all Vision Plan policies.

In **Chapter 4**, the Action Plan Policies are broken into the following groups, as outlined in the Vision Plan:

- Planning
- Transportation Demand Management (TDM)
- Facilities
- Access To and From Transit
- Operations
- Technology
- Marketing and Communications

For each policy group, the Action Plan outlines:

- **A brief description** of each policy group
- **Current efforts or opportunities** already underway in the Super NoVa region
- **Early Implementation Policies**—Concrete "early wins" that can be delivered in the short term as successes for the Super NoVa region
- **Longer-term High Priority Policies**—Critical policies that require immediate planning. The full implementation of these policies may be longer term but these are the steps that need to happen now
- **Full list of policy recommendations**—Each section contains a table with all policy recommendations. While some of these are designated as "Longer-term High Priority Policies" or "Early Implementation Policies", all policy recommendations are recommended for implementation

In **Chapter 5**, the Action Plan Projects are broken into the following groups:

- Higher Capacity Transit Projects
  - Federal Funds
  - State Funds
  - Funded Locally
- Regional or Local Transit Projects
  - State Funds
  - Funded Locally

In **Chapter 6,** five initiatives that garnered significant executive, staff, and public stakeholder support for initial action are identified. For each initiative, the following is identified:

- **A brief description** of each initiative
- **Related Action Plan Policies**—One or more policies developed through the Action Plan that were the basis for the initiative
- **Work Tasks**—A high-level list of specific tasks involved in implementing the initiative
- **Outcomes**—Desired benefits of completing the initiative

CHAPTER 4 POLICY AND PLANNING ACTIONS

Crystal City, VA – Providing efficient multimodal connections at a network of hubs is a critical aspect of the Super NoVa Vision

The Way Forward

Achieving mobility beyond boundaries will require a long-term investment in the region's transportation infrastructure and services and implementation of complementary supporting policies.

Many of the most urgently needed transportation services and infrastructure projects for the region are significant and will take many years of investment to become reality. Meanwhile, a considerable number of the policies that can help move the region toward removing barriers to seamless mobility can be undertaken in a much shorter length of time. This section of the Action Plan discusses policies and actions related to policy in the following areas:

- Planning
- Transportation Demand Management (TDM)
- Facilities
- Access To and From Transit
- Operations
- Technology
- Marketing and Communications

Planning

Agencies throughout the Super NoVa region engage in many different types and levels of transportation and transit planning. Given the magnitude of projected growth in the region and the level of investment that will be needed to keep the region moving, planning for project implementation and regional cross jurisdictional services at many different levels is an essential activity. Expanding and adding to planning activity in the region has the potential to have significant benefits in addressing extra-regional mobility needs.

Inevitably, the region will have a greater diversity of transit mode technologies operating in the region. Local and regional plans identify the need for investments in nearly every type of transit mode technology—from heavy rail to local bus. With many different jurisdictions planning for individual implementation of these systems, planning will need to occur, where warranted, to make sure these systems are interoperable and work together.

Agencies throughout the region participate in TDM planning for their areas of responsibility. In some cases, some level of coordination occurs between these agencies to ensure that customers' needs are met and services are delivered effectively. Like the planning that occurs in pockets within the Super NoVa region that could benefit from a geographic expansion, transportation demand management planning would benefit from comprehensive planning at a larger regional scale.

What should not be overlooked in the planning dialogue is the inexorable linkage between land use and transportation. Land use decision-making and planning occurs and is controlled at a local level. What needs to be more broadly discussed and recognized are the adverse—positive and negative—effects that can occur within the region's transportation system as a result of local decision-making. Local planning that coordinates land use and transportation planning allows for convenient and efficient high-capacity transit service and can lead to the creation of multimodal hubs and economic development centers.

Table 4-1 summarizes substantive policy actions related to operations and the following briefly details some of the potential short-term and high priority items shown in the table. The information below is to provide additional detail on some of the policies listed in **Table 4-1** and readers should not assume that policies not detailed below will not be implemented.

It should be noted that the action, "Identify a platform to continue the Super NoVa transit and TDM dialogue," is critical to the success of the Super NoVa Vision and is embodied by the two groups that have met continually throughout the Action Plan development process—the Stakeholder Group and the Regional Consortium. The final chapter in this document, **The Year Forward,** addresses a year-long plan for continuation of these groups.

Early Implementation Policies

- Identify a platform to continue the Super NoVa transit and TDM dialogue
- Enhance multijurisdictional transit and TDM planning

Longer-term High Priority Policies

- Conduct coordinated land use and transportation planning and policy making
- Support planning for regional interoperability

Early Implementation Policies

Identify a platform to continue the Super NoVa transit and TDM dialogue

Continued leadership has the potential to generate momentum for the implementation of many initiatives. A potential plan for continued Super NoVa leadership is identified in ***Chapter 6: The Year Forward.***

Potential Outcomes

- Increased Super Regional coordination and collaboration
- Implementation of Super NoVa initiatives

Existing Opportunities and Ongoing Efforts

- Super NoVa Transit/TDM Regional Consortium
- Super NoVa Transit/TDM Stakeholder Group
- Existing regional planning bodies

Potential Barriers

- Constraints of staff and elected leadership time
- Administrative support for meetings

Accomplish this Objective by:

- Continuing the Regional Consortium
- Continuing regular meetings for jurisdictional and operator staff (stakeholders)

Enhance multijurisdictional transit and TDM planning

Developing a "roll-up" summary document of local Transit Development Plans (TDP) would be a critical step toward advancing the Vision Plan and other regional plan recommendations to an interconnected system plan involving multiple jurisdictions and operators. Multijurisdictional transit and TDM planning initiatives should not override the extensive ongoing local and regional planning, but supplement these initiatives to effectively support a broader user base.

Potential Outcomes

- More efficient use of resources
- Minimization of service duplication for new routes/services

Existing Opportunities and Ongoing Efforts

- Regional bus subcommittee coordination on transit operations
- Virginia Statewide Transit and TDM Plan update

Potential Barriers

- Lack of regional champion
- Tension between funding source and service structure
- Adjustment to frequent schedule and route changes

Accomplish this Objective by:

- Holding a summit to identify common mission and benefits of collaboration
- Identifying sharing strategies and a common location for up-to-date schedule and route information (see technology section)
- Developing a summary document compiling local TDPs and updating it regularly
- Continuing regular meetings among agencies and operators to coordinate planning and operations

Longer-term High Priority Policies

Conduct coordinated land use and transportation planning and policy making

Linking land use and transportation planning is critical. Although land use decision-making and planning occurs and is controlled at a local level, it can have many effects on the surrounding jurisdictions and region in general. Smart Growth and Transit-Oriented Development (TOD) are concepts that can be embraced to ensure that the interplay between land use and transportation is productive.

Potential Outcomes

- Increase in the number of transit-friendly places in the region
- Revised comprehensive plan and development ordinances
- Super regional smart growth policies

Existing Opportunities and Ongoing Efforts

- MWCOG Activity Centers and Regional Transportation Priorities Plan (Draft)
- DRPT Multimodal System Design Guidelines
- Super NoVa Place Type Analysis

Potential Barriers

- Land use decisions are a local matter and transportation decisions are often regional
- Difficult to change zoning and land use plans
- Complex coordination

First Steps

- Educate the population at-large, community leaders, lawmakers, and policy makers
- Review options for incentivizing transit-supportive land use patterns

Support planning for regional interoperability

Technological advancements in transportation will continue to be made around the Super NoVa Region. Planning for upgrades and implementation of new systems with surrounding jurisdictions and operators will help to ensure that the systems can function together

Potential Outcomes

- Compatible transit infrastructure, technology, vehicles, and support systems
- Greater continuity in facilities, services, and operations
- Improved customer experience

Existing Opportunities and Ongoing Efforts

- Railroad coordination between Amtrak, VRE, and freight lines
- WMATA's Light Rail Transit (LRT) and Streetcar Interoperability Study
- Corridor-specific integrated corridor management (ICM) projects

Potential Barriers

- Local desire to tailor the transit solution to their context
- Existing technology and systems and the cost of replacement or retrofit to a common standard
- Difference in priority from place-to-place

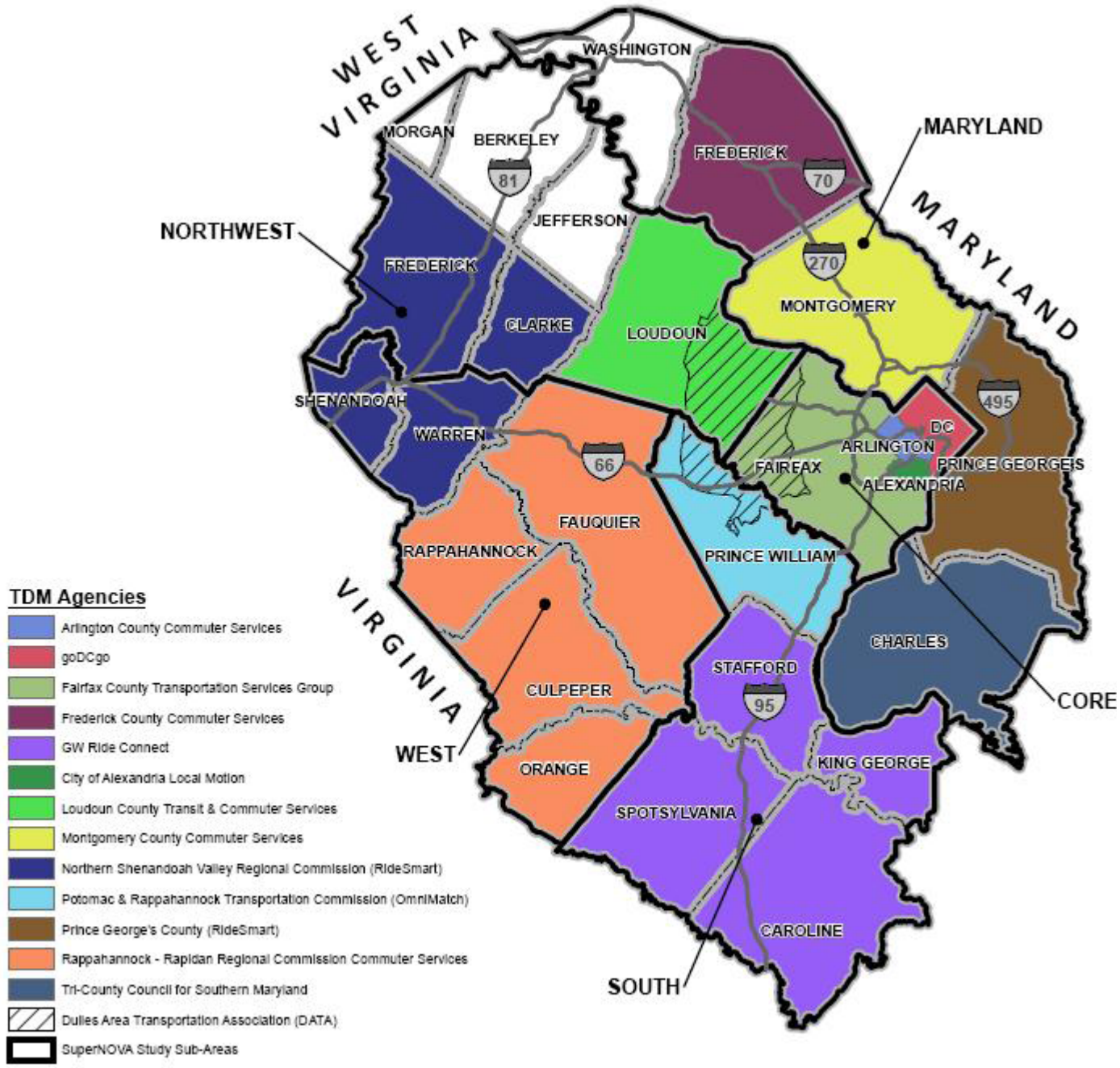
First Steps

- Review WMATA's LRT and Streetcar Interoperability Study
- Determine applicability of WMATA study to Super NoVa jurisdictions and operators
- Inventory real-time messaging capabilities and CAD/AVL system status
- Adopt WMATA's or develop Super NoVa interoperability standards for high capacity transit

Table 4-1: Potential Path Forward for Planning Policy Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Identify a platform to continue the Super NoVa transit and TDM dialogue	High	Continue Regional Consortium and establish sustained membership and meeting structure	**Lead:** Regional **Support:** Regional
		Establish regular meetings for jurisdictional transit and operator staff	**Lead:** Local and Operators **Support:** MPOs
		Establish regular super regional forums on TDM	**Lead:** DRPT **Support:** MPOs/PDCs
Enhance multijurisdictional transit and TDM planning	High	Hold summit to identify common mission and benefits of collaboration	**Lead:** Regional **Support:** Local and Operators
		Identify sharing strategies and a common location for up-to-date schedule and route information (see technology section)	**Lead:** Local and Operators **Support:** Regional
Support planning for regional systems interoperability	High	Review WMATA's LRT and Streetcar Interoperability Study	**Lead:** MPOs **Support:** Local and Operators
		Determine WMATA recommendations applicability to all Super NoVa jurisdictions and operators	**Lead:** Local **Support:** Regional
		Inventory real-time messaging capabilities and CAD/AVL system status	**Lead:** Local and Operators **Support:** Regional
Conduct coordinated land use and transportation planning and policy making	High	Educate citizens, legislators and policy makers of existing issues	**Lead:** Local **Support:** State Legislation

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Create a virtual forum for super regional issues	**Lead:** Regional				
Develop super regional summary document of local transit development plans	**Lead:** DRPT **Support:** Local and Operators	Review and update TDP summary document every five years	**Lead:** DRPT **Support:** Local and Operators	Review and update TDP summary document every five years	**Lead:** DRPT **Support:** Local and Operators
Establish interjurisdictional agreements for TDM services	**Lead:** Local and Operators **Support:** Regional				
Adopt WMATA's or develop Super NoVa interoperability standards for high capacity transit	**Lead:** MPOs **Support:** Local and Operators	Implement future high capacity transit using interoperable infrastructure	**Lead:** Local and Operators **Support:** Regional	Implement future high capacity transit using interoperable infrastructure	**Lead:** Local and Operators **Support:** Regional
Review options for incentivizing TOD	**Lead:** Local **Support:** State Legislation	Review actual versus forecasted development and land use patterns	**Lead:** Local		



Note: Commuter Connections provides free commuter assistance in the District of Columbia, Maryland, and Virginia through a network of over 30 member organizations, including all the TDM agencies in the SuperNOVA study area.

This map shows the multiple groups responsible for leading TDM initiatives in the Super NoVa Region

Transportation Demand Management

Transportation facilities and services will need to be complemented by robust TDM programs and services. TDM, in combination with transit services and facilities, can have a tremendous effect on people's mobility and the quality of the operation of the transportation system. The region already has many successes to celebrate in terms of effective TDM programs and services and should seek to expand on those successes geographically and programmatically.

Throughout the Super NoVa planning process, the region's TDM program providers discussed the benefits of sharing experiences and investing in additional collaboration and coordination. The successes of corridor- and area-based strategies in places like Arlington, Alexandria, Fredericksburg, and Tyson's Corner, as well as along the I-66 and I-95 corridors have the potential to become more regional in scope and models for other areas and corridors in the region.

The Super NoVa region has nine TDM programs in Virginia, all with different program names. They are part of a regional network called Commuter Connections that includes TDM programs in Maryland and the District of Columbia. The programs and network have been highly successful in their respective jurisdictions in removing vehicles from the road; providing commuting options; and promoting transit, carpooling, vanpooling, and biking. However, with most workers crossing jurisdictional boundaries to travel to and from work, expanding with more regional TDM programs by building on the successes of the local programs should be a high priority. Similarly, increasing the opportunities available in all parts of the Super NoVa region, while also making them easier for the public to access and understand holds tremendous potential for adding to people's travel choice and their mobility.

Table 4-2 summarizes substantive policy actions related to transportation demand management and the following actions briefly identify several potential short-term and high priority items listed in **Table 4-2**. The information below is to provide additional detail on some of the policies listed in **Table 4-2** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Improve regional ridesharing and ridematching database
- Create a regional or statewide program to better support new vanpools and retain existing vanpools

Longer-term High Priority Policies

- Develop corridor- and activity center-specific TDM programs
- Expand Guaranteed Ride Home

Early Implementation Policies

Improve regional ridesharing and ridematching database

Currently the TDM programs below offer ridematching services through a regional ridematching system and database. This ridematching system is open to the public through the regional and local TDM program websites. Public participation seems to be lower than desired or expected and integrating new mobile and social media technologies into the existing system have not been realized. Also, TDM agencies consider vanpool and temporary or one-time carpool markets not well served by the existing ridematching system. Integrating the latest technologies and improving the experience for the customer could help improve the effectiveness and use of the ridematching system.

Potential Outcomes

- Increased ridesharing
- Improved ease-of-use for consumers
- Better ridematching results
- Increased opportunities to connect with commuters

Existing Opportunities and Ongoing Efforts

- MWCOG Commuter Connections (regional network)
- GWRideConnect
- NSVRC (Northern Shenandoah Valley Regional Commission) RideSmart
- RRRC (Rappahannock-Rapidan Regional Commission) Commuter Services
- PRTC (Potomac and Rappahannock Transportation Commission) OmniMatch
- Arlington County Commuter Services
- City of Alexandria LocalMotion
- Fairfax County RideSources
- Loudoun County Commuter Services Program
- Dulles Area Transportation Association (DATA)
- Northern Virginia Regional Commission WeGoMil (ridesharing for military personnel)

Potential Barriers

- Database maintenance and continual modernization
- Getting the message out to the public
- Encouraging public use

Accomplish this Objective by:

- Using the Northern Virginia TDM Working Group (which includes representatives from outside the area) to study and evaluate needs, emerging technologies, and cost effectiveness for improvements to the Commuter Connections regional ridematching system and database
- Making recommendations to MWCOG Commuter Connections Subcommittee
- Implementing recommendations from the working group study on ridematching system and database

Create a regional or statewide program to better support new vanpools and retain existing vanpools

This policy would create a multi-regional or statewide program to provide a vanpool assistance program. This program would provide financial assistance to start new vanpools and keep existing vanpools operational when they lose riders, and to establish standard vanpool assistance program rules and guidelines across the state for vanpool assistance.

Potential Outcomes

- Increased number of vanpools
- Increased coverage area and ridership

Existing Opportunities and Ongoing Efforts

- PRTC-led partnership of Vanpool Alliance
- DRPT and local TDM programs VanStart and VanSave programs

Potential Barriers

- Existing local and state funding policy restrictions
- Complexities of providing local match from multiple jurisdictions for a regional or statewide program

Accomplish this Objective by:

- Establishing a grant program at DRPT for a regional or statewide vanpool financial assistance program that local TDM agencies can use to assist vanpools
- Re-examining statewide local match policy to provide for accommodation for the vanpool program

Longer-term High Priority Policies

Develop corridor- and activity center-specific TDM programs

TDM programs that are catered to the specific needs of an activity center or corridor can effectively target unique issues that might arise and create an improved traveler experience. Participation in the program can be enhanced with targeted educational programs and marketing.

Potential Outcomes

- Increased mobility options to and from major employment and military centers
- Reduced single-occupant-vehicle travel and parking demand

Existing Opportunities and Ongoing Efforts

- *Ongoing corridor efforts:*
  - I-95/I-395 TDM Plan
  - I-66 ATMS/I-66 Multimodal Study Inside the Beltway/I-66 Tier I EIS (Outside the Beltway)
  - I-495 Express Lanes Transportation Management Plan (completed)
  - I-95 Express Lanes Transportation Management Plan
  - Dulles Metrorail Extension Project Transportation Management Plan
- *Potential Activity Centers and Corridors:*
  - Tysons Corner
  - Reston Town Center
  - Crystal City and Potomac Yard
  - Rosslyn/Ballston Corridor
  - I-66
  - I-95
  - I-495
  - Route 1
  - Route 7

Potential Barriers

- Leadership (when multi-jurisdictional efforts and coordination is needed)
- Funding of programs and services as well as long-term support
- Multiple TDM program names could cause confusion with the public

First Steps

- Develop a best practices guide based on Tysons Express, Virginia MegaProjects, and other examples
- Develop a new pilot program for corridor- or activity center-based TDM programs incorporating best practices

Expand Guaranteed Ride Home

The current Guaranteed Ride Home (GRH) program allows users to feel comfortable using alternative transportation modes and still be able to have flexibility if an urgent issue arises. Expansion of the program, or a similar program, to employees who work outside of the currently defined GRH service area would provide more support to Super NoVa-area workers and residents that use transit, carpool, or vanpool.

Potential Outcomes

- Increased public confidence in transit services, carpools, and vanpools
- Increased use of transit, carpools, and vanpools

Existing Opportunities and Ongoing Efforts

- MWCOG Commuter Connections Guaranteed Ride Home
- Existing Northern Virginia TDM Working Group (which includes representatives from outside NoVa)

Potential Barriers

- Size of Super NoVa area
- Availability of private transportation services needed to expand GRH program
- Potential for expansion of existing MWCOG services

First Steps

- Use the Northern Virginia TDM Working Group (which includes representatives from outside NoVa) to develop a management and cost structure for participants who work in jurisdictions outside of MWCOG
- Explore options for expanding program to non-work periods and other critical trips

Table 4-2: Potential Path Forward for Transportation Demand Policy Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Improve regional ridesharing and ridematching database	High	Use the Northern Virginia TDM Working Group (which includes representatives from outside NoVa) to study and evaluate needs, emerging technologies and cost effectiveness for improvements to the Commuter Connections regional ridematching system and database. Make recommendations to MWCOG Commuter Connections Subcommittee	**Lead:** DRPT **Support:** VDOT, Local and TDM Agencies, Out-of-State Agencies (MD, DC, WV)
Create a regional or statewide program to better support new vanpools and retain existing vanpools	High	Support expansion of recent initiatives such as the Vanpool Alliance and Van-Save and Van-Start	**Lead:** Vanpool Alliance/DRPT **Support:** Local and Operators
		Establish a grant program at DRPT for a regional or statewide vanpool financial assistance program that local TDM agencies can use to assist vanpools	**Lead:** DRPT **Support:** Local and TDM Agencies, Regional
		Re-examine statewide local match policy to provide for accommodation for the vanpool program	**Lead:** DRPT **Support:** Local and TDM Agencies, Regional
Expand guaranteed ride home	High	Northern Virginia TDM Working Group (which includes representatives from outside NoVa) to develop a management and cost structure for jurisdictions outside of MWCOG	**Lead:** MWCOG **Support:** State
		Explore options for expanding program to non-work, critical trips	**Lead:** MWCOG **Support:** State
Support private shuttle services where public transit is not available/feasible	High	List super-regional locations of TMAs, presence of or need for private shuttles, and status of accommodation at transit stops and stations	**Lead:** Regional **Support:** State
		Create a private shuttle contact database on DRPT or other super-regional website (who operator should contact to coordinate with)	**Lead:** Regional **Support:** Local and TDM Agencies, State

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Implement recommendations from working group study on ridematching system and database	**Lead:** DRPT **Support:** VDOT, Local and TDM Agencies				
Expand Guaranteed Ride Home program to super-regional jurisdictions	**Lead:** MWCOG **Support:** Local and TDM Agencies				
Pilot program to create or improve accommodation for private shuttles in identified TMAs. List of super-regional TDM-plan mandated private shuttles	**Lead:** Regional **Support:** Local and TDM Agencies, State	Continue to improve accommodation for private shuttles identified.	**Lead:** Local and TDM Agencies **Support:** State		
Establish policy that all transit planning includes consideration of potential for and facilities needed to accommodate private shuttles	**Lead:** Local and TDM Agencies **Support:** State				

Table 4-2: Potential Path Forward for Transportation Demand Policy Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Develop corridor- and activity center-specific TDM programs	High	Develop a best practices guide based on Tysons Express, Virginia MegaProjects, and other examples	**Lead:** Regional **Support:** DRPT
		Develop a new pilot program for corridor- or activity center-based TDM programs incorporating best practices	**Lead:** Regional **Support:** Local and TDM Agencies, DRPT
Develop TDM programs that serve diverse populations (low income, tourism, military, airports, aging, low English) including non-work trips	Medium	Create a pilot program that develops TDM programs that address the travel needs of special populations (tourism and airports, military, low income, aging, disabled)	**Lead:** Local and TDM Agencies **Support:** State
Support TDM in activity centers [(i.e. Transportation Management Associations (TMA)]	Medium	Create a best practices in TMA's guide with a database of TMA administrators that can be shared with super-regional jurisdictional staff	**Lead:** Local and TDM Agencies **Support:** State
Support the expansion of collaborative consumption (carshare, bikeshare transit, rideshare, etc.) that promotes sustainability	Medium	Develop a presentation series on lessons learned implementing shared infrastructure in the region (carshare, bikeshare, transit, ridesharing)	**Lead:** Local and TDM Agencies **Support:** State
Deliver transit and TDM information in multiple languages and accessible formats	Medium	Create a list of all transit and TDM websites that do not meet Federal accessibility guidelines. Use commercially-available widgets to add translation features to these websites	**Lead:** Regional **Support:** State
Support continued public-private partnerships in TDM	Medium	Identify potential opportunities, needs, and constraints	**Lead:** Regional **Support:** State
Develop guidance on regional parking pricing and supply	Medium	Educational programs for citizens and elected officials on parking supply and pricing	**Lead:** Local **Support:** State Legislation

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Expand corridor- or activity center-based TDM programs	**Lead:** Regional **Support:** Local and TDM Agencies, DRPT	Expand corridor- or activity center-based TDM programs	**Lead:** Regional **Support:** Local and TDM Agencies, DRPT		
Monitor pilot program effectiveness and continue to implement specialized TDM programs.	**Lead:** Local and TDM Agencies **Support:** State				
Develop and maintain TMAs in activity centers	**Lead:** Local and TDM Agencies **Support:** State				
Develop a resource database of local and regional staff that are experts in implementing shared infrastructure projects	**Lead:** Local and TDM Agencies **Support:** State				
Develop a resource database of local and regional staff that are experts in accessible information	**Lead:** Regional **Support:** Local and TDM Agencies				
Identify a TDM private sector liaison in DRPT or other group	**Lead:** State or Regional	Implement one or more TDM public-private partnership (PPP) opportunities	**Lead:** State or Regional **Support:** Local and TDM Agencies		
Identify a set of TDM PPP opportunities	**Lead:** Regional **Support:** Local and TDM Agencies	Re-examine policy to potentially allow for grants to private companies	**Lead:** State or Regional **Support:** Local and TDM Agencies		
Create a best practices guide on parking policy	**Lead:** Regional **Support:** Local	Adopt and implement appropriate parking policies	**Lead:** Local and TDM Agencies **Support:** Regional		

Wiehle Avenue/Reston East Metrorail Station, Reston, VA – This hub-in-the-making will provide multimodal transfer options and transit-oriented development. Source: Kimley-Horn and Associates, Inc.

Facilities

As the region looks to enhance transit services and people's experience with transit, facilities will play an ever-increasing role. The responsibility for planning, development, construction, and operation of major region-serving transit facilities too often falls on individual jurisdictions. Transit facilities need to be viewed as regional responsibilities in the future.

In the context of this plan, facilities include those that help transit move more efficiently in congested corridors, reduce operating inefficiencies, improve service reliability, and improve people's experience with the service itself. They have the ability to contribute to increased ridership, reduced operating costs, and improved reliability. Their absence has the potential to reduce transit's effectiveness, operational efficiency, and attractiveness.

The region has already invested considerably in major highway infrastructure and rights-of-way. As demand continues to increase and the pressure of congestion on key corridors becomes more evident, maximizing the capacity of these corridors will become even more important. The region's major roadway transportation network will need to be increasingly evaluated in terms of its overall ability to move people efficiently, rather than vehicles alone.

Transit vehicle storage (mid-day and overnight) and maintenance facilities exist throughout the region. The effect of the adequacy as well as inadequacy of these facilities is quantifiable. The lack of sufficient space to store commuter buses and trains in the core of the region limits operators' ability to increase service and adds to operating costs (due to dead heading, unproductive routing, etc.). Storage capacity, both in terms of mid-day and overnight is an issue of regional significance and should be discussed in a regional context.

Making the most efficient and effective use of the region's transportation infrastructure should be a priority. Equally, reducing barriers to service efficiency and reliability by accommodating critical operational functions is in the long-term best interest of the region. Agencies throughout the region are recognizing the need to plan beyond the boundaries of individual jurisdictions, optimize infrastructure, accommodate region-serving facilities, and improve the customer experience.

Table 4-3 summarizes substantive policy actions related to facilities and the following actions briefly identify several potential shorter term and higher priority items. The information below is to provide additional detail on some of the policies listed in **Table 4-3** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Develop regional guidance on maximizing the use of existing infrastructure

Longer-term High Priority Policies

- Build new and improve existing transit vehicle storage and maintenance facilities
- Build a system of intermodal transit centers/hubs (including park-and-rides) with supporting infrastructure, services, programs, and technology
- Improve accommodation for private commuter bus and shuttle operation at transit stops and stations

Early Implementation Policies

Develop regional guidance on maximizing the use of existing infrastructure

Collaboratively create regional guidelines that can be followed and/or adopted by local jurisdictions in their efforts to make the most of the infrastructure that is already in place. Potential topics include:

- *Bus-on-shoulder*
- *Transit, pedestrian, and bicycle accommodations on existing facilities*
- *Transit use of high-occupancy vehicle (HOV) or "Express" lanes*

Potential Outcomes

- Increased efficiency in spending
- Increased travel time savings and reliability
- Identification of more opportunities to improve transit
- Increased passenger comfort and access to multimodal transportation alternatives

Existing Opportunities and Ongoing Efforts

- DRPT Multimodal System Design Guidelines
- MWCOG Bus-On-Shoulders Task Force
- VDOT Bus-On-Shoulders I-66 Inside the Beltway Pilot Program

Potential Barriers

- Competition for limited space within ROW between private vehicles and transit
- Safety concerns (bus-on-shoulder)

Accomplish this Objective By:

- Integrating the Multimodal Design Guidelines into local planning processes and plans
- Advancing recommendations of the MWCOG Bus-On-Shoulders Task Force and Assess VDOT's I-66 Inside the Beltway Pilot Implementation

Longer-term High Priority Policies

Build new and improve existing transit vehicle storage and maintenance facilities

Identify and construct facilities for mid-day storage and vehicle maintenance that can be efficiently used by multiple operators.

Potential Outcomes

- Reduced operational costs
- Increased service efficiency
- Address core capacity

Existing Opportunities and Ongoing Efforts

- Regional Bus Staging, Layover, and Parking Location Study—MWCOG, with funding provided from DRPT, MDOT, and DDOT, is beginning a study to examine existing bus operations, analyze potential locations, and explore potential funding mechanisms
- MWCOG Regional Bus Subcommittee (RBS) as a working group—This ongoing committee meets regularly and involves a diverse group of representatives from Super NoVa jurisdictions and operators
- Existing VDOT park-and-ride lots in south, west, or northwest outer jurisdictions as potential locations
- Existing or programed local transit storage facilities as potential partnerships

Potential Barriers

- Agreements for facility construction
- Ongoing operational responsibility
- Capital cost of construction and acquisition
- Competition for existing space (curbspace and surface lots)

First Steps

- Complete DRPT-funded MWCOG Bus Layover Study
- RBS (or other working group) develops prioritized list of unfunded super-regional vehicle mid-day storage and maintenance facility needs
- Detailed planning for facilities identified from Bus Layover Study and RBS (or other working group) recommendations

Longer-term High Priority Policies (continued)

Build a system of intermodal transit centers/hubs (including park-and-rides) with supporting infrastructure, services, programs, and technology

An integral part of the Super NoVa Vision is the network of hubs that connect the different modes of transit and provide accommodations for the traveler such as park-and-ride lots and TDM services. The coordination of TOD and hubs is essential.

Potential Outcomes

- Improved traveler experience
- Better connectivity throughout the Super NoVa region
- Transit system and TDM programs become easier to understand and access

Existing Opportunities and Ongoing Efforts

- MWCOG Activity Centers
- DRPT Multimodal System Design Guidelines
- Super NoVa Place Typology

Potential Barriers

- Requires extensive coordination
- Time and cost to locate and construct hubs
- Reconfiguration of existing transit services

First Steps

- Develop working group to set priorities, super-regional criteria for different hub types, and inventory opportunities
- Evaluate costs and benefits of hubs
- Incorporate “hub” planning into other transportation and land use planning activities

Improve accommodations for private commuter bus and shuttle operation at transit stops and stations

Private commuter buses and local shuttles are beneficial complements to public transportation for travelers. Acknowledging that space at many stations is limited and it is difficult to accommodate public buses, where possible, it is important that facilities accommodate private operations by providing the physical space for the vehicles and clearly notifying travelers of where and how to make their connections.

Potential Outcomes

- Improved transfer between services for transit customers
- Reduce last-mile concerns by providing shuttle service

Existing Opportunities and Ongoing Efforts

- MWCOG Regional Bus Subcommittee
- Current accommodations of private commuter buses and shuttles (i.e. Quick’s Bus, Martz, Academy)

Potential Barriers

- Limited space at stops and stations
- Adapting to route/schedule changes

First Steps

- Develop working group (potentially MWCOG bus committee) to research best practices and review existing guidelines
- Reach out to private sector regarding needs
- Develop a centralized database for private sector to find out who to contact to ask for permission for transit stop/station use
- Inventory priority locations for transit station retrofits needed to accommodate private bus and shuttle operations

Table 4-3: Potential Path Forward for Facility Policy Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Build new and improve existing transit vehicle storage and maintenance facilities	High	Complete DRPT-funded MWCOG Bus Layover Study	**Lead:** MWCOG **Support:** DRPT, Local, and Operators
		Detailed planning for facilities identified from Bus Layover Study and working group recommendations	**Lead:** MWCOG **Support:** Local and Operators
		Working group develops priority list of unfunded super-regional vehicle storage and maintenance facility needs	**Lead:** MWCOG **Support:** Local and Operators
Improve accommodations for private commuter bus and shuttle operation at transit stops and stations	High	Develop working group (potentially MWCOG bus committee) to research best practices, review existing guidelines, and reach out to private sector regarding needs	**Lead:** Regional **Support:** Private Sector, Local
		Develop a centralized database for private sector to find out who to contact for permission for transit stop/ station use	**Lead:** Regional **Support:** Local and Operators
Build a system of intermodal transit centers/hubs (including park-and-rides) with supporting infrastructure, services, programs, and technology	High	Develop working group to set priorities, super regional hub criteria and inventory opportunities	**Lead:** Regional **Support:** Local and Operators
		Evaluate costs and benefits of hubs	**Lead:** Regional **Support:** Local and Operators
		Incorporate “hub” planning into all transit sub-area and corridor studies	**Lead:** Local **Support:** Regional
Develop regional guidance on maximizing the use of existing infrastructure	Medium	Integrate the Multimodal Design Guidelines with local planning processes and plans	**Lead:** Local
		Advance recommendations of the MWCOG Bus-On-Shoulders Task Force and Assess VDOT’s I-66 Inside the Beltway Pilot Implementation	**Lead:** MWCOG **Support:** VDOT

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Implement non-construction improvements such as designated curbspace and/or existing surface lots	**Lead:** Local **Support:** Operators				
Detailed design and construction for facilities identified from Bus Layover Study and working group recommendations	**Lead:** Local **Support:** Operators				
Detailed planning and design for priority facilities	**Lead:** Regional **Support:** Local and Operators	Construction for priority facilities; detailed planning and design for other un-funded facilities	**Lead:** Regional **Support:** Local and Operators	Construction of facilities	**Lead:** Regional **Support:** Local and Operators
Inventory priority locations for transit station retrofits needed to accommodate private bus and shuttle operations in which public accommodation needs are met	**Lead:** Regional **Support:** Local and Operators	Retrofit priority stations for private bus and shuttle accommodation. Review and update priorities every five years	**Lead:** Local and Operators **Support:** Regional	Retrofit stations for private bus and shuttle accommodation. Review and update priorities every five years	**Lead:** Local and Operators **Support:** Regional
Construct short-term pilot projects and begin long-term facility planning	**Lead:** Regional **Support:** Local and Operators	Facility construction and retrofits	**Lead:** Local **Support:** Regional	Facility construction and retrofits	**Lead:** Regional **Support:** Regional
Incorporate “hub” planning into all transit sub-area and corridor studies	**Lead:** Local **Support:** Regional	Incorporate “hub” planning into all transit sub-area and corridor studies	**Lead:** Local **Support:** Regional	Incorporate “hub” planning into all transit sub-area and corridor studies	**Lead:** Local **Support:** Regional
Construct previously identified projects	**Lead:** Local and Operators **Support:** Regional				
Continued incorporation of Multimodal System Design Guidelines into local planning	**Lead:** Local **Support:** DRPT				

Table 4-3: Potential Path Forward for Facility Policy Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Build shared- or joint-use facilities (i.e., park-and-ride at sports facility)	Medium	Inventory potential opportunities for shared-use facilities (existing and new)	**Lead:** Regional **Support:** Local and Operators
		Publish a white paper on benefits of shared-use facilities	**Lead:** Regional **Support:** Local and Operators
Implement capacity improvements for high-capacity transit	Medium	Inventory and prioritize Super NoVa region services where increased capacity is necessary	**Lead:** Regional **Support:** Local and Operators
		In planning for future high-capacity transit services, ensure sufficient capacity available within existing infrastructure	**Lead:** Regional **Support:** Local and Operators
Promote opportunities for alternative delivery of transit facilities and services	Low	Develop prioritized list of unfunded super-regional facility needs	**Lead:** MPOs **Support:** VDOT
		Review best practices from around the country	**Lead:** Regional
Promote quality, context-sensitive community growth proximate to transit facilities	Low	Promote successful examples from many contexts (urban, suburban, rural)	**Lead:** Regional
		Establish a forum to bring together land use and transportation planners for collaboration, i.e. Virginia APA Conference	**Lead:** Regional **Support:** Local

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Retrofit current facilities	**Lead:** Local and Operators **Support:** Regional	Construct new facilities	**Lead:** Local and Operators **Support:** Regional	Construct new facilities	**Lead:** Local and Operators **Support:** Regional
Engage in interjurisdictional agreements and explore innovative funding methods for capacity improvements	**Lead:** Local and Operators **Support:** Regional	Implement high priority capacity improvements	**Lead:** Local and Operators **Support:** Regional	Implement capacity improvements	**Lead:** Local and Operators **Support:** Regional
In planning for future high-capacity transit services, ensure sufficient capacity available within existing infrastructure	**Lead:** Regional **Support:** Local and Operators	In planning for future high-capacity transit services, ensure sufficient capacity available within existing infrastructure	**Lead:** Regional **Support:** Local and Operators	In planning for future high-capacity transit services, ensure sufficient capacity available within existing infrastructure	**Lead:** Regional **Support:** Local and Operators
Re-examine procurement process for new transit facilities to identify more efficient project delivery methods	**Lead:** MPOs **Support:** VDOT				
Coordinate with Office of Transportation Public-Private Partnerships (OTP3) on current practices and potential opportunities for increased private sector involvement	**Lead:** Regional **Support:** State				
Create a pilot program of land use and transportation planning assistance service	**Lead:** Local **Support:** Regional				

East Falls Church, VA – Providing safe, secure, and convenient pedestrian and bicycle access to transit stations is critical for the Super NoVa Region. Source: Kimley-Horn and Associates, Inc.

Access To and From Transit

Transit cannot succeed if it is not widely accessible. Different types of transit services in different contexts require different levels and types of access. Local services depend on high quality pedestrian and bicycle access to bring people to the service. Commuter-oriented services typically depend on a combination of access via parking and good pedestrian and bicycle access.

Access to transit varies significantly throughout the region. Generally, the region's small towns, city downtowns, and urban counties enjoy easy walking and more abundant bicycling infrastructure. Less developed parts of the region, many still served by relatively frequent transit services, have far fewer transit access via non-motorized modes.

A number of jurisdictions throughout the region have recognized the need and chosen to make a considerable investment in transit services. Maximizing the benefit of that investment is important and will depend on the ease with which people can access the service. The region needs to recognize the importance of sidewalk, bikeway, and non-motorized facility projects that increase people's access to transit. These projects individual benefits may appear insignificant, but in the aggregate they can be very significant.

Achieving an adequate level of access to transit should be a regional priority. Among the many policy actions that need to be undertaken to improve people's access to transit (**Table 4-4**) are several potential shorter term and higher priority items. The information below is to provide additional detail on some of the policies listed in **Table 4-4** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Develop "making transit more accessible" guidance for inclusion in local development ordinances
- Expand programs promoting and supporting bicycling and walking

Longer-term High Priority Policy

- Provide facilities for pedestrian and bicycle access to all transit stops and stations

Early Implementation Policies

Develop "making transit more accessible" guidance for inclusion in local development ordinances

The goal of developing this guidance would be to update or add to local development ordinances and plans, requirements, and recommendations for increasing and accommodating access to transit. The guidance should articulate the value of improving transit access and present strategies in different contexts. The guidance should suggest how to share responsibility among public and private partners.

Potential Outcomes

- Alleviation of "last-mile" issues
- High prioritization of transit access in development approvals
- Partnership between public and private entities in bicycle and pedestrian network development

Existing Opportunities and Ongoing Efforts

- Many jurisdictions have already established similar provisions in their development review process
- Expansion of current capital programs aimed at developing pedestrian and bicycle infrastructure

Potential Barriers

- Variation in development patterns across the region
- Coordination between transit agencies and planning departments

Accomplish this Objective by:

- Holding a summit to compare and contrast existing local development ordinances and share best practices/lessons learned
- Developing Super NoVa regional guidelines for transit access (pedestrian and bike connections) for new development proposals
- Developing guidelines for bus/high-capacity stop locations in relation to new development

Expand programs promoting and supporting bicycling and walking

Many of the region's urban localities already have programs to better educate people and encourage them to walk and bicycle. Many of these same programs have capital allocations so that they can invest in infrastructure to improve walking and bicycling environments. The region needs more programs to better educate people on walking and bicycling choices, communicate expectations on the walking and bicycling environments to all travelers, communicate benefits of better walking and bicycle access, and increase walking and bicycling in each community, often to the benefit of transit.

Potential Outcomes

- Reduced single-occupancy car trips
- Increase in bike commuters
- Stronger link between bicycling and transit
- Increase in people's knowledge and understanding of options
- Increased investment in infrastructure for "active modes"

Existing Opportunities and Ongoing Efforts

- MWCOG Commuter Connections
- BikeArlington and WalkArlington
- Regional Pedestrian and Bicycle Plans
  - MWCOG
  - FAMPO
  - WinFred
  - RRRC
- City of Alexandria LocalMotion
- Pedestrian and bicycling advocacy groups [i.e. Washington Area Bicyclist Association (WABA), Fredericksburg Cyclists Club, and Virginia Bicycling Federation]
- "Bike to Work" days, safety courses, interactive maps

Potential Barriers

- Lack of agency capacity to initiate or maintain programs
- Potential perception of these programs in some places as a low priority and lacking in beneficial outcomes

Accomplish this Objective by:

- Engaging cycling and walking advocacy groups in super regional forum with representatives of public and private sector organizations
- Preparing educational materials and holding events to increase citizen comfort and understanding of pedestrian/bicycle options
- Establishing Super NoVa region-wide pilot project that builds on the efforts of inner jurisdictions

Longer-term High Priority Policy

Provide facilities for pedestrian and bicycle access to all transit stops and stations

Instead of considering sidewalk, bikeway, and park-and-ride projects individually, the program should seek to consider them together, along with their collective effect on transit access. The region is already investing in transit services, many of which are difficult to access because of pedestrian and bicycle conditions where people start or end their trips.

Potential Outcomes

- Improved accessibility
- Improved safety and security
- Alleviation of "last-mile" issues
- Increased transit use

Existing Opportunities and Ongoing Efforts

- Jurisdictional and regional pedestrian/bicycle plans
- Pedestrian and bicycle advocacy groups

Potential Barriers

- Limited right-of-way
- Low-density, auto-oriented development
- Lack of existing facilities for connections
- Lack of large regional and super-regional projects

First Steps

- Inventory existing pedestrian and bike access to stops and stations—identify gaps, opportunities, and constraints
- Identify and prioritize locations for new or improved pedestrian and bicycle facilities

Table 4-4: Potential Path Forward for Access to and from Transit Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Expand programs promoting and supporting bicycling and walking	High	Engage cycling and walking advocacy groups in super regional forum with representatives from public and private sector organizations	**Lead:** MPOs **Support:** Local and Citizen Groups
		Prepare educational materials and hold events to increase citizen comfort and understanding of pedestrian/bicycle options	**Lead:** MPOs **Support:** Local and Citizen Groups
Support transit services and programs that improve service for persons with low incomes	High	Engage low income advocates in super regional forum	**Lead:** MPOs **Support:** Local and Citizen Groups
		Compile mobility management plans produced by the MPOs and transit providers to catalogue identified needs	**Lead:** MPOs **Support:** Local and Operators
Support services and programs that increase access for seniors	High	Engage mobility advocates in super regional forum	**Lead:** MPOs **Support:** Local and Citizen Groups
		Compile mobility management plans produced by the MPOs and transit providers to catalogue identified needs	**Lead:** MPOs **Support:** Local and Operators
		Pilot program based on outcome of group discussion such as education for seniors on how to use public transit	**Lead:** MPOs **Support:** Local
Increase support for provision of service to persons with disabilities and health issues	High	Engage in public outreach specifically targeted at persons with disabilities and health issues	**Lead:** Local **Support:** Operators and Citizen Groups
		Establish working group among paratransit providers to identify potential areas for service consolidation/collaboration	**Lead:** Local **Support:** Operators and Citizen Groups
		Inventory and prioritize transit facilities that are not ADA compliant	**Lead:** Local

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Establish Super NoVa region-wide pilot project that builds on the efforts of inner jurisdictions (i.e. Arl. Co. Commuter Services, MWCOG Commuter Connections)	**Lead:** MPOs **Support:** Local				
Pilot program based on outcome of group discussion such as employment agencies providing free transit for trips to job interviews	**Lead:** MPOs **Support:** Local	Expand on pilot program [i.e. provide subsidized transit for trips to public service agencies (healthcare providers, education, other support service)]	**Lead:** Local **Support:** Operators		
Expand on pilot program	**Lead:** Local **Support:** Operators				
Establish inter-agency service and operational agreements for collaborative service	**Lead:** Local and Operators **Support:** Regional				
Identify opportunities to improve agreements/ contracts between Medicaid and paratransit services	**Lead:** Local **Support:** Operators				
Begin design and implementation of steps to bring non-ADA compliant facilities into compliance	**Lead:** Local	Complete design and implementation of steps to bring non-ADA compliant facilities into compliance	**Lead:** Local		

Table 4-4: Potential Path Forward for Access to and from Transit Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Provide facilities for pedestrian and bicycle access to all transit stops and stations	High	Inventory presence and conditions of existing pedestrian and bike access to stops and stations	**Lead:** Local
		Prioritize locations/corridors for upgrades of pedestrian and bicycle facilities	**Lead:** Local
Provide pedestrian and bicycle facilities in all transit corridors	Medium	Inventory presence and conditions of existing pedestrian and bike facilities within existing transit corridors	**Lead:** Local
		Develop guidance for pedestrian and bicycle facilities in transit corridors	**Lead:** MPOs **Support:** Local
Provide secure bicycle parking at transit stops and stations	Medium	Engage bike advocacy groups to help inventory presence and conditions of existing bike parking at transit stops and stations	**Lead:** Local **Support:** Citizen Groups
		Establish standards for the number of spaces and the level of security based on different service and station types	**Lead:** MPOs **Support:** Local
Develop "making transit more accessible" guidance for inclusion in local development ordinances	Low	Hold summit to compare and contrast existing local development ordinances and share best practices/lessons learned	**Lead:** PDCs **Support:** Local
		Develop Super NoVa regional guidelines for transit access (pedestrian and bike connections) for new development proposals	**Lead:** PDCs **Support:** Local
		Develop super regional standard for bus/high-capacity stop location in relations to new development	**Lead:** PDCs **Support:** Local
Accommodate vehicle-sharing at key transit stops and stations	Low	Engage in outreach to citizens and vehicle-sharing companies to help identify priority locations (i.e. high demand and available space)	**Lead:** MPOs **Support:** Local and Private Sector

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Construct bicycle and pedestrian facilities at priority transit stops and stations	**Lead:** Local	Construct/improve bicycle and pedestrian facilities around transit stops and stations	**Lead:** Local **Support:** Regional	Construct/improve bicycle and pedestrian facilities around transit stops and stations	**Lead:** Local
Construct bicycle and pedestrian facilities in priority corridors	**Lead:** Local	Construct/improve bicycle and pedestrian facilities in existing and new transit corridors	**Lead:** Local	Construct/improve bicycle and pedestrian facilities in existing and new transit corridors	**Lead:** Local
Use pedestrian and bicycle access guidelines in all transit corridor planning	**Lead:** Local **Support:** Regional	Use pedestrian and bicycle access guidelines in all transit corridor planning	**Lead:** Local **Support:** Regional	Use pedestrian and bicycle access guidelines in all transit corridor planning	**Lead:** Local **Support:** Regional
Construct secure parking facilities in accordance with established guidelines at high-priority locations	**Lead:** Local **Support:** MPOs	Construct secure bike parking at transit stops and stations	**Lead:** Local	Construct secure bike parking at transit stops and stations	**Lead:** Local
Study effects of secure parking on change in usage of transit	**Lead:** MPOs **Support:** Local				
Encourage adoption of transit access guidelines in local development ordinances	**Lead:** PDCs **Support:** Local				
Retrofit priority stops and stations to accommodate vehicle-sharing	**Lead:** Local **Support:** MPOs	Retrofit additional stops and stations to accommodate vehicle-sharing	**Lead:** Local **Support:** Private Sector		

Some of the private and public bus operators in the Super NoVa region. Source: Operators' websites, Fredericksburg Regional Transit (FRED), PRTC

1 ***Academy Bus Company***

2 ***Martz Group***

3 ***PRTC OmniRide***

4 ***FRED***

5 ***Fairfax Connector***

Operations

Projected growth in the region will create considerable additional transportation and transit demand, much of it beyond any one jurisdictional or agency boundary. The growth of existing and the introduction of new population, commercial, and recreational centers throughout the region will increase demand along many current travel routes as well as introduce new patterns of movement that are currently not well-served today. To effectively serve the region and move toward a better connected transit system, the region will need to continually seek to optimize the overall operations of the transportation system, interjurisdictional coordination, key corridors, and transit services.

The growth of demand in some corridors and corollary investment in new transportation services and facilities in these corridors has the potential to have tremendous benefits to the traveling public and operators. Growth of demand for service in the outer jurisdictions into the core as well as privately operated commuter bus services are also key drivers of the need to coordinate operations.

New multijurisdictional travel patterns and growth in existing (some underserved) patterns, may require existing services and service structures to be reconsidered. In some cases, deliberate coordination between individual jurisdictional services will be sufficient in addressing growing or new travel needs. In other instances, new or major existing service reconfigurations may be necessary in meeting people's travel needs.

Important—to patrons and operators alike—transit fare policy will need to be carefully considered as people increasingly seek to make multijurisdictional trips on what is currently defined as local transit. Fares and overall fare policy will need to be considered in terms of fairness and equity, as well as service type and market appropriateness. Special care will need to be taken when considering the way in which to account for transfers between operators, services of the same types within the same system, and services of different types. Distribution and assignment of revenue associated with fares are also important and will bear attention in terms of equity and overall effect.

Table 4-5 summarizes substantive policy actions related to operations and the following section briefly identifies several potential shorter term and higher priority items. The information below is to provide additional detail on some of the policies listed in **Table 4-5** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Create regionally coordinated fare structures (reduce penalties for transfers, route pricing, and private and public)
- Support continued public-private partnerships in operations

Longer-term High Priority Policy

- Establish a universal transit payment system

Early Implementation Policies

Create regionally coordinated fare structures (reduce penalties for transfers, route pricing, and private and public)

Create regionally coordinated fare structures (reduce penalties for transfers, route pricing, and private and public). Expand the existing efforts and options available to more jurisdictions and operators while establishing fare structures that are reasonable and attractive to potential travelers.

Potential Outcomes

- Fewer fare penalties
- Transfers between private operators and public transit
- Increased ridership
- Comparable rates by distance and mode

Existing Opportunities and Ongoing Efforts

- Third-party financial management
- Existing cross-jurisdictional service (i.e. Tysons Corner Express)
- WMATA New Electronic Payments Program (NEPP)

Potential Barriers

- Individual agency finances
- Varying supply of and demand for service
- Fare-sharing logistics between jurisdictions/operators

Accomplish this Objective by:

- Exploring best practices on operator to operator revenue sharing and transfers, specifically existing arrangements in the Super NoVa region
- Identifying and prioritizing opportunities for fare structure coordination
- Establishing interjurisdictional agreements to coordinate fare structure

Support continued public-private partnerships in operations

Some of the outer jurisdictions in the Super NoVa region currently have successful partnerships with commuter bus operators. Public-private partnerships can also be used to operate higher-capacity transit routes. While financial and labor burden on public agencies can be lessened with public-partnerships, these agreements require cooperation and resources from both entities.

Potential Outcomes

- Expanded travel options
- Reduction of public sector financial, labor, and legal responsibility
- Transfers between private operators and public transit

Existing Opportunities and Ongoing Efforts

- MWCOG Regional Bus Subcommittee
- Virginia OTP3
- Current private commuter buses and shuttles (i.e. Quick's Bus, Martz, Academy)

Potential Barriers

- Existing funding allocation restrictions
- Liability concerns
- Potential for missed public revenue

Accomplish this Objective by:

- Exploring expansion of service or new routes with existing private operators
- Setting up a private sector information exchange for operators to communicate the vision plan and its recommendations
- Developing a white paper on best practices for procuring private operation agreements
- Developing agreements between public and private sector to make it easier for users to transfer

Longer-term High Priority Policy

Establish a universal transit payment system

Travelers are more likely to use transit when they can pay for their whole trip at once and can do so easily. Embracing emerging technology and the efforts of WMATA to expand the use of the SmarTrip will improve the transit experience for the traveler and standardize the technology for fare payment across modes and service providers. Accessing the Metrorail system is vital to passengers of private carriers as well.

Potential Outcomes

- Simplified customer experience
- Integration of mobile devices

Existing Opportunities and Ongoing Efforts

- Use of SmarTrip by non-WMATA transit service
- WMATA NEPP

Potential Barriers

- Common technology for fare collection
- Customers without ready access to electronic payment means

First Steps

- Implement WMATA's NEPP in WMATA service area (Note: As of October 2013 NVTC is currently negotiating to lead the implementation coordination for member jurisdictions)
- Inventory systems that operate outside the coverage of the NEPP to examine opportunities for consolidation

Table 4-5: Potential Path Forward for Operations Policy Actions

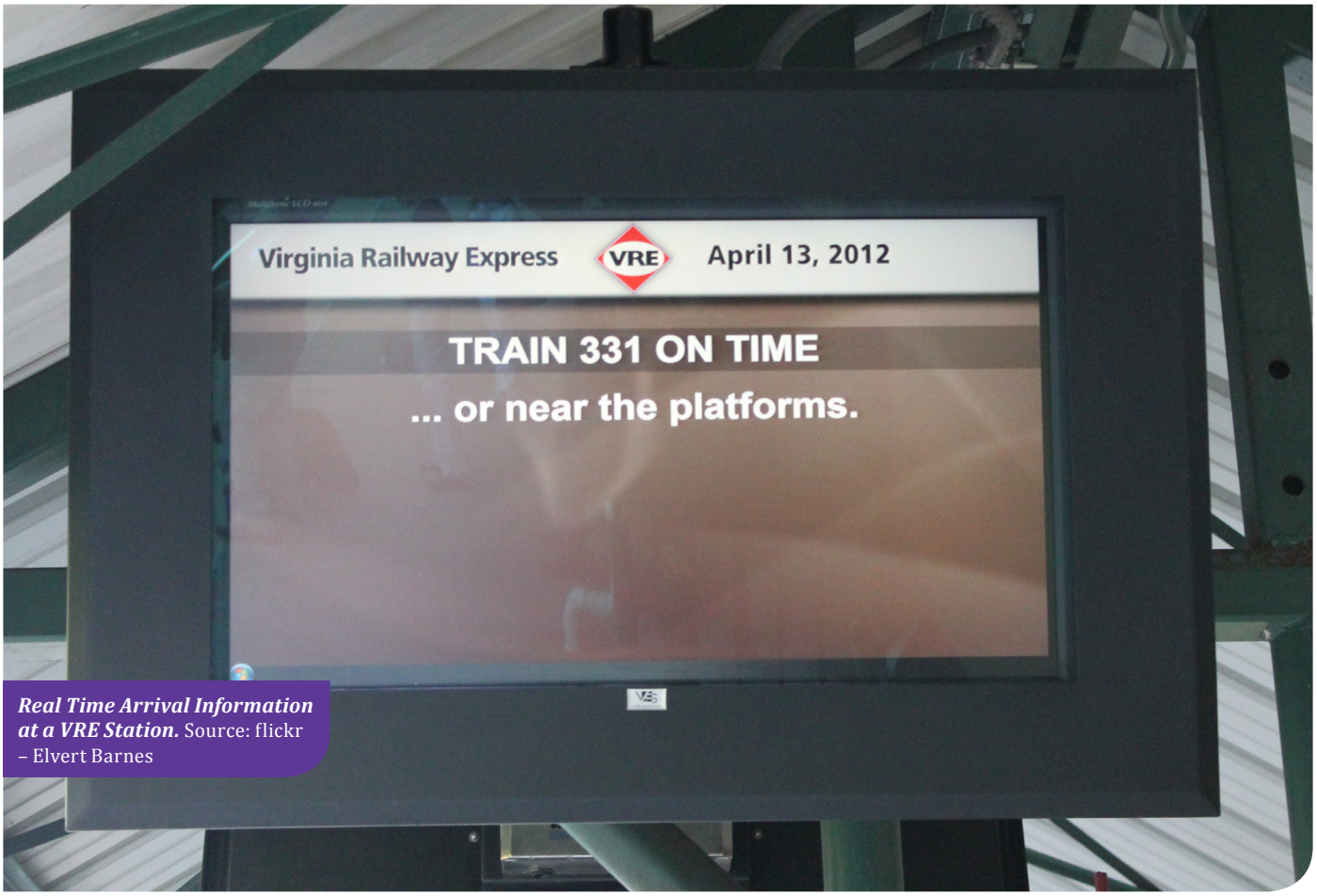
Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Develop coordinated local, sub-regional, and regional transit service operating plans	High	Hold summit to identify common mission and benefits of collaboration	**Lead:** Regional **Support:** Local and Operators
		Identify sharing strategies and a common location for up-to-date schedule and route information (see technology section)	**Lead:** Local and Operators
Create regionally coordinated fare structures (reduce penalties for transfers, route pricing, and private and public)	High	Explore best practices on operator-to-operator revenue sharing and transfers, specifically existing arrangements in the Super NoVa region	**Lead:** Local and Operators **Support:** Regional
		Identify opportunities for fare structure coordination	**Lead:** Local and Operators **Support:** Local and Operators
Establish a universal transit payment system	High	Implement WMATA's 2013 NEPP in WMATA service area	**Lead:** WMATA/NVTC **Support:** Local and Operators
		Inventory systems that operate outside the coverage of the NEPP	**Lead:** Local and Operators
Support integrated corridor management	High	Implement more real-time information at parking sites and transit stations	**Lead:** VDOT/Regional **Support:** Local
		Research best practices from around the country and world	**Lead:** Regional **Support:** Local

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Establish interjurisdictional agreements and guidelines for methods to connect or coordinate bus service	**Lead:** Local and Operators **Support:** Regional	Establish interjurisdictional agreements to operate services that cross jurisdictions	**Lead:** Local and Operators **Support:** Regional		
Require surrounding jurisdictions to review individual TDPs	**Lead:** DRPT **Support:** Local and Operators	Create a super-regional summary document of local TDPs	**Lead:** Regional **Support:** Local and Operators		
Establish a pilot project	**Lead:** Local and Operators **Support:** Regional	Examine potential for a super regional fare structure based on "travel zones" or distances	**Support:** Local and Operators		
Establish interjurisdictional agreements to coordinate fare structure	**Lead:** Local and Operators **Support:** Regional				
Implement WMATA's 2013 New Electronic Payment Program in WMATA service area	**Lead:** WMATA/NVTC **Support:** Local and Operators	Establish interjurisdictional agreements to spread WMATA or other universal payment system throughout the super region	**Lead:** Regional **Support:** Local and Operators		
Establish a working group to determine if WMATA Electronic Fare Payment is feasible for super regional implementation	**Lead:** Regional **Support:** Local and Operators				
Assess existing and prioritize new corridors for ICM implementation	**Lead:** MPOs **Support:** Local	Seek public-private partnerships for implementation and operation	**Lead:** OTP3 **Support:** Regional	Implement interconnected system or roadways and transit that provides user with data to make informed mobility choices	**Lead:** VDOT, MPOs **Support:** Local
Engagement and education to promote benefits of ICM	**Lead:** Regional **Support:** Local				

Table 4-5: Potential Path Forward for Operations Policy Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Support continued public-private partnerships in operations	Medium	Explore expansion of service or new routes with existing private operators	**Lead:** Local and Operators **Support:** Private Sector
		Set up a private sector information exchange for operators to communicate the vision plan and its recommendations	**Lead:** Regional **Support:** Local and Operators
Develop guidance on operating cost sharing for cross-jurisdictional service	Medium	Identify how NVTA and other existing agreements are set up, existing successes and limitations, examine cost sharing mechanisms	**Lead:** Regional **Support:** Local and Operators
		Research best practices from around the country and world	**Lead:** Regional **Support:** Local and Operators

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Develop transfer agreements between public and private operators	**Lead:** Local and Operators **Support:** Private Sector				
Develop a white paper on best practices for procuring private operation agreements	**Lead:** Regional **Support:** Local and Operators				
Establish a working group responsible for developing guidance	**Lead:** Local and Operators **Support:** Private Sector				
Develop transfer agreements between public and private operators	**Lead:** Local and Operators **Support:** Private Sector				



Real Time Arrival Information at a VRE Station. Source: flickr – Elvert Barnes

Norfolk Tide – Higher-capacity transit requires significant technology planning and investment

Technology

Technology has changed the way people make travel decisions both during their trip and before. The availability of information and applications to deliver that information in a focused and specific manner, though not entirely comprehensive, has enabled many people to better accommodate their individual travel needs.

Although technology has had a tremendous benefit on transportation decision-making, there remain a number of places where data is simply not available, where it is incomplete, or where people's access to information is limited. Private industry, fueled by public availability of raw information, has already provided many travel market, service, and user-specific applications of information to better assist people in making travel decisions.

More and more accessible information needs to be offered to consumers, developers, and operators. This information will help to better inform the travelling public about their choices and their trade-offs and assist operators in optimizing the services and facilities they provide and operate. It also has the potential to create an economic opportunity, fueling transportation technology-related job growth.

Table 4-6 summarizes substantive policy actions related to technology and the following section briefly identifies several potential shorter term and higher priority items. The information below is to provide additional detail on some of the policies listed in **Table 4-6** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Promote multijurisdictional technology planning
- Foster private investment in traveler information mobile applications

Longer-term High Priority Policies

- Provide comprehensive, open-source travel information and data for transit and TDM
- Implement automated vehicle location (AVL) on public and private transit services regionally

Early Implementation Policies

Promote multijurisdictional technology planning

Regional guidance and increased collaboration among jurisdictions and transit providers is needed to coordinate upgrades and overhauls of technology systems to better interface around the region and keep up with rapidly changing technologies.

Potential Outcomes

- Increased opportunities for system interoperability
- Sharing of knowledge and advice pertaining to cutting edge technologies
- Efficient and coordinated upgrades to technology systems

Existing Opportunities and Ongoing Efforts

- Corridor Plans—I-95 ICM Plan
- WMATA Light Rail and Streetcar Interoperability Study
- Arlington County project to develop an online platform for regional transit schedule data

Potential Barriers

- Transit technology exclusively developed to meet local needs/priorities
- Difference in back office systems

Accomplish this Objective by:

- Organizing a multi-jurisdictional transit technology forum to coordinate large-scale technology changes/additions
- Developing regional guidance on technology infrastructure and platforms

Foster private investment in traveler information mobile applications

Software developers and technology companies are becoming more and more involved with technology applications. Seeking out feedback from users and presenting technology companies with specific needs for an application will enhance the participation and competition among the private sector, leading to a better product for the consumer.

Potential Outcomes

- Complete customer information from any source
- Opportunity for agencies to receive direct feedback on transit services
- Increase in public knowledge and awareness of transit and TDM services

Existing Opportunities and Ongoing Efforts

- Arlington County Mobility Lab's "Hack Days"
- Currently used mobile applications (i.e. Next Bus)

Potential Barriers

- Access to source data
- Coordination of different systems
- Generation of private sector interest in new markets

Accomplish this Objective by:

- Surveying travelers and transit providers to identify opportunities for improvements in mobile applications and potential solutions
- Holding a forum with private developers and local representatives to identify preferred data formats and lessons learned
- Holding a "crowdsourcing workshop" or a competition for developers to design apps

Longer-term High Priority Policies

Provide comprehensive, open-source travel information and data for transit and TDM

From a back office perspective, it is critical for transit operators and local jurisdictions to have and make available data for technology developers and transit/TDM providers in the region. This encourages development of mobile applications and ultimately contributes to an improved user experience.

Potential Outcomes

- Increased private sector involvement in application development
- More accurate and real-time information applications and display
- Increased organizational transparency
- More transit and TDM use

Existing Opportunities and Ongoing Efforts

- VDOT 511 system
- DC Circulator and Capital Bikeshare use statistics

Potential Barriers

- Protecting privacy and proprietary information
- Technological differences between agencies

First Steps

- Inventory systems around the Super NoVa region that are used today
- Research best practices from around the country
- Develop Super NoVa regional guidelines for availability and format of real-time transit information

Implement AVL on public and private transit services regionally

Create a cross-jurisdictional platform to display the real-time location of public transit and private shuttle vehicles across the Super NoVa Region.

Potential Outcomes

- Better transit information for users
- Increased transit ridership
- Better and more efficient management of transit operations

Existing Opportunities and Ongoing Efforts

- Systems that currently have an AVL System—Arlington County (ART), WMATA (Metrobus), DDOT (DC Circulator), PRTC (imminently)
- MWCOG Management, Operations, and Intelligent Transportation Systems (MOITS) Tech Committee

Potential Barriers

- Consistency in technology and deployment
- Cost (up-front and long-term)
- Privacy concerns

First Steps

- Establish a working group to research best practices from around the country and inventory existing technologies in the region
- Continue ad-hoc ITS transit technology group led by Virginia Center for Transportation Innovation and Research (VCTIR)
- Perform regional systems engineering analysis to develop a concept of operations and identify centralized locations for information

Table 4-6: Potential Path Forward for Technology Policy Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Promote multijurisdictional technology planning	High	Survey end users of technology and identify opportunities for improvement and potential solutions	**Lead:** MPOs **Support:** Local and Operators
		Organize a multi-jurisdictional transit technology forum to coordinate large-scale technology changes/additions	**Lead:** MPOs **Support:** Local and Operators
Provide comprehensive, open-source travel information and data for transit and TDM	High	Inventory systems around the Super NoVa region that are used today	**Lead:** MPOs/PDCs **Support:** Local and TDM Agencies
		Research best practices from around the country	**Lead:** MPOs/PDCs **Support:** Local and TDM Agencies
Implement AVL on public and private transit services regionally	High	Establish a working group to research best practices from around the country and inventory existing technologies	**Lead:** MPOs **Support:** Local and Operators
		Continue ad-hoc ITS transit technology group led by VCTIR	**Lead:** VCTIR **Support:** Local and Operators
Expand and coordinate regional transit signal priority application and deployment	High	Inventory system compatibility around the Super NoVa Region	**Lead:** MPOs **Support:** Local and Operators
		Establish a pilot program and public/elected official education of benefits	**Lead:** MPOs **Support:** Local and Operators
Foster private investment in traveler information mobile applications	Medium	Survey travelers and transit providers to identify opportunities for improvement and potential solutions	**Lead:** Local and Operators **Support:** Private Sector
		Hold forum with private developers and local representatives to identify preferred data formats and lessons learned	**Lead:** Local and Operators **Support:** Private Sector

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Develop regional guidance on technology infrastructure and platforms	**Lead:** MPOs **Support:** Local and Operators				
Outline Super NoVa regional guidelines for the availability and format of real-time transit information available from a central source	**Lead:** MPOs **Support:** Local and Operators	Consolidate sources of where transit/ TDM information is available	**Lead:** Regional **Support:** Local		
Perform regional systems engineering analysis to develop a concept of operations and identify centralized location for information	**Lead:** MPOs **Support:** Local and Operators	Implement system, beginning with small scale pilot projects	**Lead:** MPOs **Support:** Local and Operators		
Interjurisdictional coordination prior to new purchases/ system overhaul to ensure compatibility	**Lead:** Local and Operators **Support:** Regional				
Interjurisdictional coordination prior to new purchases/ system overhaul and cooperation with VDOT and local jurisdictions that operate signals	**Lead:** Local and Operators **Support:** Regional	Procure contracts for the development of specifications and the construction of onboard equipment that can communicate with multiple signal systems	**Lead:** Local and Operators **Support:** Private Sector		
		Establish interjurisdictional agreements that require compatibility among transit priority	**Initiative:** Local **Lead:** Local and Operators **Support:** Regional		
Hold “crowdsourcing workshop” or a competition for developers to design apps	**Lead:** Regional **Support:** Local and Operators				

Table 4-6: Potential Path Forward for Technology Policy Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Support ITS investment	Medium	Research best practices from around the country on specific technologies and implementation process	**Lead:** Regional **Support:** VDOT, Local
		Increase citizen and elected official education on the benefits of ITS	**Lead:** Local **Support:** State Legislation
Support localities in pursuing the systems engineering process	Low	Train stakeholders on systems engineering	**Lead:** Local
Integrate interagency/intra-agency technology	Low	Survey end users of technology and identify opportunities for improvement and potential solutions	**Lead:** MPOs **Support:** Local and Operators
		Organize a multi-jurisdictional transit Super NoVa technology forum to coordinate large-scale technology changes/additions	**Lead:** MPOs **Support:** Local and Operators
		Identify technological incompatibilities between jurisdictions	**Lead:** Local and Operators **Support:** Regional
		Prioritize locations and jurisdictions for integration	**Lead:** Regional **Support:** Local and Operators

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Engage private sector to identify potential public-private partnerships	**Lead:** MPOs **Support:** Private Sector				
Update ITS Strategic Program Plan	**Lead:** VDOT **Support:** Local and Operators				
Practice systems engineering in planning, design, and implementation of ITS	**Lead:** Local **Support:** VDOT				
Implement high-priority pilot projects and assess results	**Lead:** Regional **Support:** Local and Operators	Adapt implementation process as necessary with lessons learned from pilot projects and implement Super NoVa region wide integration	**Lead:** Local **Support:** Regional	Adapt implementation process as necessary with lessons learned from pilot projects and implement Super NoVa region wide integration	**Lead:** Local **Support:** Regional

Tysons Express Service is an example of a service which focuses on branding based on serving an activity center.
Source: Loudoun County, VA

Marketing and Communication

The region expends considerable resources on marketing and communication related to transit and transportation demand management yet it lacks a coordinated marketing agency or even comprehensive strategy. Each transit service in the region has its own brand, identity, naming strategy, and description. Equally diverse, across the region, similar transportation programs are labeled and described differently in different parts of the region. Regional approaches to marketing also vary.

To savvy consumers of programs and services, the differences in what services are called and branded has little challenge and impact on their behavior. However, to the less informed travelers, the seemingly small differences can be confusing and can be the difference between that person taking advantage of a transit service or TDM program, or not.

Part of achieving mobility beyond boundaries is marketing to people in a way that helps them understand their options and their costs and benefits. Another part is communicating consistently and meaningfully with the goal of creating understanding and comfort.

Table 4-7 summarizes substantive policy actions related to marketing and communication. The following section briefly identifies several potential shorter term and higher priority items. The information below is to provide additional detail on some of the policies listed in **Table 4-7** and readers should not assume that policies not detailed below will not be implemented.

Early Implementation Policies

- Develop regional definitions for transit services and facilities and TDM programs
- Promote consistent branding (route names, visual appearance, etc.) focused on projects or corridors, rather than individual providers

Longer-term High Priority Policies

- Support educational programs tailored to serve a variety of users and travel markets
- Consolidate where consumers need to go to obtain information on services, facilities, and programs

Early Implementation Policies

Develop regional definitions for transit services and facilities and TDM programs

There are many interpretations of the specific meaning for many of the terms associated with transit and TDM programs, especially modes of transit and TDM programs. Getting the whole region on the same page by having a common set of terms and definitions related to transit and TDM could lead to a clearer understanding of transit and TDM by the public.

Potential Outcomes

- Increased public understanding
- Simplified coordination across jurisdictions
- Potential for standardization within planning and programming activities

Existing Opportunities and Ongoing Efforts

- Commuter Connections Subcommittee/TDM Marketing Group
- Previous research/guidelines from Industry publications [i.e. Transportation Research Board (TRB)]
- Local and regional TDM programs

Potential Barriers

- Existing jurisdictionally focused service providers
- Desire to have tailored "local" definitions to describe transit facilities and services

Accomplish this Objective by:

- Establishing Super NoVa regional marketing and communications working group as an expansion of or complement to the Commuter Connections Subcommittee to coordinate and publicize individual marketing efforts and address regional issues (note: applies to all marketing and communication policies)
- The coordination group (see above) inventorying terms and services that are currently used in the super region and identifying overlaps/conflicts
- The coordination group developing guidelines
- Encouraging all super-regional agencies and jurisdictions to adopt guidelines and follow guidelines

Promote consistent branding (route names, visual appearance, etc.) focused on projects or corridors, rather than individual providers

For the most part, jurisdictional boundaries are invisible. Transit branding should follow this notion and relate to the corridor or project, regardless of the agency running the service.

Potential Outcomes

- Simpler traveler identification and understanding of service
- Improved customer experience

Existing Opportunities and Ongoing Efforts

- Tysons Express Service
- I-95 Express Lanes Transportation Management Plan

Potential Barriers

- Cost of "rebranding" existing vehicles, facilities, and services
- Potential for public confusion with new brand

Accomplish this Objective by:

- The Super NoVa Marketing and Communications coordination group (see above) conceiving options for consistent branding
- Establishing a focus group of users from diverse demographics and travel markets to provide non-technical input
- Developing a public campaign for a broad range of citizens to provide input on multiple new branding concepts
- Developing regional guidelines to define service types and set standards for route naming

Longer-term High Priority Policies

Support educational programs tailored to serve a variety of users and travel markets

Transportation options are not often used to their capacities because a significant portion of the public is unaware of its options. This policy includes targeting outreach and engagement of a diverse group of system users for both work and non-work trips.

Potential Outcomes

- Better understanding of transportation programs and available services
- Increased use of programs and services
- Shift from single-occupant vehicles (SOV) to transit and ridesharing

Existing Opportunities and Ongoing Efforts

- Commuter Connections Subcommittee/TDM Marketing Group
- Existing TDM provider outreach programs
- Distribution of information at local and regional community events

Potential Barriers

- Lack of resources
- Lack of coordinating agency with "super-regional" focus

First Steps

- Survey citizens in different languages and geographic areas to determine topics of interest and/or low understanding
- Develop materials and provide information to people specifically tailored to their needs

Consolidate where consumers need to go to obtain information on services, facilities, and program

Currently, many local and regional providers each provide their own information on websites. Significant investment has already been put into developing programs such as Arlington County Commuter Services and MWCOG Commuter Connections that consolidate information on multiple transit services and TDM programs around the region. Existing organizations like these could be expanded to reach a broader audience in more parts of the Super NoVa Region.

Potential Outcomes

- Simplified customer experience
- "One stop shopping" for transit information
- Reduced overhead organizational cost

Existing Opportunities and Ongoing Efforts

- Commuter Connections
- CommuterPage.com, CommuterDirect.com, Commuter Stores (Arlington County Commuter Services)
- Existing local and regional provider websites
- WMATA Commuter Stores
- VDOT 511

Potential Barriers

- Maintaining accurate up-to-date data
- Technological integration among agencies, operators, and private parties

First Steps

- Inventory systems that are currently used in the super region, assess gaps, and identify potential approaches
- Identify and develop a single or multiple central locations for consolidation of travel information that is (are) easily accessible to users
- Promote centralized location(s) to the public

Table 4-7: Potential Path Forward for Marketing and Communication Policy Actions

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Coordinate marketing materials and messages for services, programs, and facilities	High	Establish Super NoVa regional marketing and communications working group as an expansion of or complement to the Commuter Connections Subcommittee to coordinate and publicize individual marketing efforts and address regional issues	**Lead:** Regional **Support:** Local and Operators
Support educational programs tailored to serve a variety of users and travel markets	High	Survey citizens, in different languages and geographic areas to determine topics of interest and/or low understanding	**Lead:** Regional **Support:** Local and Operators
		Develop materials and hold educational programs specifically tailored to the issues identified by the users	**Lead:** Regional **Support:** Local and Operators, DRPT
Consolidate where consumers need to go to obtain information on services, facilities, and programs	High	Coordination group inventories systems that are currently used in the super region, assess gaps and identify potential approaches	**Lead:** Regional **Support:** Local and Operators
Support development of social media and mobile device applications to clearly and efficiently convey travel information	High	Survey travelers and transit providers and identify opportunities for improvement and potential solutions	**Lead:** MPOs **Support:** Local and Operators
		Use existing social media outlets to keep public and organizations up to date on new developments	**Lead:** Regional **Support:** Local and Operators
		Encourage transit agencies to develop (as needed) and release both scheduled and realtime route information in standardized general transit feed specification (GTFS) formats	**Lead:** Transit Operators **Support:** Local, Private Sector

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Create a pooled marketing fund to launch a shared marketing campaign across the super-region	**Lead:** Regional **Support:** Local and Operators	Support regular pooled marketing campaigns	**Lead:** Regional **Support:** Local and Operators	Support regular pooled marketing campaigns	**Lead:** Regional **Support:** Local and Operators
Coordination group develops best practices	**Lead:** Regional **Support:** Local and Operators, DRPT	Continue tailored educational program development and implementation	**Lead:** Regional **Support:** Local and Operators, DRPT	Continue tailored educational program development and implementation	**Lead:** Regional **Support:** Local and Operators, DRPT
Identify potential methods to expand existing online services (MWCOG and others) to services to the entire Super NoVa region	**Lead:** Regional **Support:** Local and Operators, DRPT	Maintain centralized information service	**Lead:** Local and Operators **Support:** DRPT	Maintain centralized information service	**Lead:** Local and Operators **Support:** DRPT
Pooled marketing campaign (above) promotes centralized location for information	**Lead:** Regional **Support:** Local and Operators				
Implement mobile application pilot projects and continually improve later versions incorporating public feedback	**Lead:** Regional **Support:** Private Sector				
Hold “crowdsourcing workshop” or a competition for developers to design apps	**Lead:** Regional **Support:** Local and Operators				

Table 4-7: Potential Path Forward for Marketing and Communication Policy Actions (continued)

Policy	Priority Ranking	Immediate (0-2 Years)	
		Step(s)	Responsibilities
Promote consistent branding (route names, visual appearance, etc.) focused on projects or transit corridors, rather than individual providers	Medium	Coordination group conceives options for consistent branding	**Lead:** Regional **Support:** Local and Operators
		Establish focus group of users from diverse demographics and travel markets to provide non-technical input	**Lead:** Regional **Support:** Local and Operators
Develop regional definitions for transit services and facilities and TDM programs	Medium	Coordination group (see above) inventories terms and services that are currently used in the super region, and identifies overlaps/conflicts	**Lead:** Regional **Support:** Local and Operators
		Coordination group develops guidelines	**Lead:** Regional **Support:** Local and Operators
Cross-market with related industry and other modal efforts	Low	Coordination group identifies how public agency sites could accommodate limited cross advertising for major public venues	**Lead:** Regional **Support:** Local and Operators

Short-Term (2-5 Years)		Medium-Term (5-15 Years)		Long-Term (15 or more Years)	
Step(s)	**Responsibilities**	**Step(s)**	**Responsibilities**	**Step(s)**	**Responsibilities**
Develop a public campaign for a broad range of citizens to provide input on multiple new branding concepts	**Lead:** Regional **Support:** Local and Operators				
Develop regional guidelines to define service types and set standards for route naming	**Lead:** Regional **Support:** Local and Operators				
Encourage all super-regional agencies and jurisdictions to adopt and follow guidelines	**Lead:** Regional **Support:** Local and Operators				
Identify super-regional venues that could benefit from cross-marketing (i.e. Jiffy Lube Live) and approach leadership	**Lead:** Local and Operators **Support:** Regional	Increase cross-marketing efforts	**Lead:** Local and Operators **Support:** Regional	Increase cross-marketing efforts	**Lead:** Local and Operators **Support:** Regional

CHAPTER 5 MOVING FORWARD WITH TRANSIT PROJECTS

Crystal City Potomac Yard Transitway Under Construction

Vision Plan Regional Transit Network

The Vision Plan recommended transit network is comprised of an interconnected network of corridor- and area-focused transit facilities and services. It envisions dramatically expanded high-quality transit across the region in coordination with anticipated regional growth and identified needs.

The Vision Plan developed corridor-specific recommendations through a rigorous analytic process and with considerable coordination among stakeholders and with the public. The analysis process included:

1. Screening of major regional corridors (interstates, major state, and U.S. routes) based on regional travel demand. Corridors with medium- or high-comparative travel demand were carried forward
2. Evaluation of high- and medium-demand major corridors and urban arterials
   a. Service level determination based on activity density (persons plus jobs per acre) along the corridor
   b. Service type determination based on suitability of place types along the corridor
3. Identification of transit mode technology for each corridor segment

At a high level, corridor recommendations include:

- Expansion of rail (passenger and commuter) services in the I-95 and I-66/U.S. 29 corridors
- Expansion of Metrorail in the I-66, I-95, and Dulles corridors
- Development of a regional bus network in lower density parts of the region
- New circumferential transit services and facilities
- Streetcar in inner areas
- High-capacity transit services (LRT, BRT, and rapid bus) on urban arterial corridors
- Expansion of all-day transit services in the I-95/395, Dulles, and I-66 corridors
- Creation of a system of regional transportation hubs

Based on the evaluation, the Vision Plan includes corridor-specific recommendations that, in some cases, are not currently included in local or regional plans. Local and/or regional action or studies to incorporate these recommendations into local and regional plans would be needed prior to the implementation of many of the Super NoVa recommendations. The section below describes the general process for implementation of transit projects in the Super NoVa Vision Plan.

Process for Implementation

This section provides an overview of the process for implementing transit recommendations from the Vision Plan. The process for implementation varies based on project complexity and funding.

Higher Capacity Transit Projects

Higher capacity transit projects are the most complex in terms of implementation.

Projects using Federal Funds

The Federal Transit Administration (FTA) Capital Investment Grant Program, under Section 5309 of Title 49 of the United States Code, provides federal capital funds to help states, cities, and localities plan and build new heavy rail, light rail, commuter rail, streetcar, and bus rapid transit systems. FTA evaluates and recommends New Starts projects to Congress for grant awards and then provides those grants to project sponsors, typically transit agencies and other local governments. During the last decade, FTA has provided more than $10 billion in New Starts funding to help design and construct transit projects that annually provide billions of passenger trips nationwide.

In 2005, the Safe, Accountable, Flexible, Efficient Transportation Equity Act-A Legacy for Users (SAFETEA-LU) created a new category of lower cost projects called the Small Starts program. Its purpose is primarily to streamline the project development process and the evaluation and rating criteria that apply to larger-dollar New Starts projects. At the time Small Starts was established, FTA created an even more streamlined evaluation process within the Small Starts program for very low-cost projects called Very Small Starts. This category was later removed with new legislation (see below). An additional category titled Exempt was also added to provide funding for projects identified primarily by Congress. These projects are exempt altogether from the evaluation and rating process. As outlined in Section 5309 of Title 49 of the United States Code, projects are categorized by total cost and federal contribution as well as meeting other requirements to qualify for funding.

Moving Ahead for Progress in the 21st Century (MAP-21), the transportation authorization bill, was signed into law in July 2012. MAP-21 aims to transform the policy and programmatic framework for investments, create a streamlined and performance-based transportation program, and build on past programs and policies. With MAP-21, the program implementation process is likely to change. FTA has not fully determined how all MAP-21 requirements—including those for Small Starts projects—will be implemented. It is expected that FTA will continue to roll out its requirements over the next few years. MAP-21 also has a new provision called Core Capacity.

Project Types

New Starts: Projects that have total capital costs of more than $250 million or are requesting $75 million or more in federal funding

Small Starts: Total estimated project cost is under $250 million and requested federal contribution is under $75 million

Exempt: Projects with federal contribution of under $25 million, regardless of the total project cost, and exempt from the evaluation and rating process

Core Capacity: Core capacity projects must: 1) be substantial corridor-based investments in existing fixed guideway systems and must be located in a corridor that is at or over capacity or will be in five years; 2) increase capacity by 10 percent; 3) not include project elements designed to maintain a state of good repair; and 4) not include elements to improve general station facilities or parking or acquisition of rolling stock alone. Projects may include: acquisition of real property and right-of-way, double tracking, signalization improvements, electrification, expanding system platforms, acquisition of rolling stock for increasing capacity, and infill stations

Under MAP-21 projects become eligible for funding by following a specified project development process, scoring a sufficient rating under established project development criteria, and being ready for implementation in the fiscal year for which the funding is proposed.

New Starts Project Development Process

For entry into the New Starts process under MAP-21, it is required that a project is part of a regional, fiscally-constrained, long-range transportation plan (CLRP) and that a Locally Preferred Alternative (LPA) is identified via a review of potential alternatives derived from a planning and environmental review process. Project development consists of multiple components including NEPA, Small Starts Criteria Evaluation, non-federal funding commitment assessment and right-of-way acquisition. Projects are evaluated based on a set of criteria and a local financial commitment as shown in **Figure 5-1**. Based on the evaluation, a project may receive a Federal funding grant.

Small Starts Project Development Process

The project development process for Small Starts projects is shorter than the New Starts Process. Projects are evaluated based on a set of criteria, the presence of transit supportive land use patterns and policies, and a local financial commitment as shown in **Figure 1**. Again, any project must be part of a regional CLRP, prior to initiating the project development phase.

Core Capacity Project Development Process

FTA is working to release guidance related to their approach to Core Capacity. Similar to the New Starts process, it is expected that projects will be required to complete the NEPA process, select an LPA, get the project adopted into the regional CLRP, and prepare evaluation criteria.

Competition for Federal Funding

In addition to project evaluation, Federal funding is subject to availability and competition with other projects. Based on FTA's Capital Spending Grants for fiscal year 2014 (FY14), funding requests for projects that are already in the New/Small Starts pipeline will face a backlog of approximately $12.5 billion at the end of FY14. The current transportation authorization bill, MAP-21, has these projects at approximately $3 billion annually. MAP-21 expires on September 30, 2014 and the level of future federal funding is subject to Congressional authorization. However, under current funding levels it could take as long as six or seven years for money to become available for new capital projects. Projects sponsors must take into consideration that, despite FTA project approvals, many projects may not receive federal grants in a timely manner.

Projects using State Funds

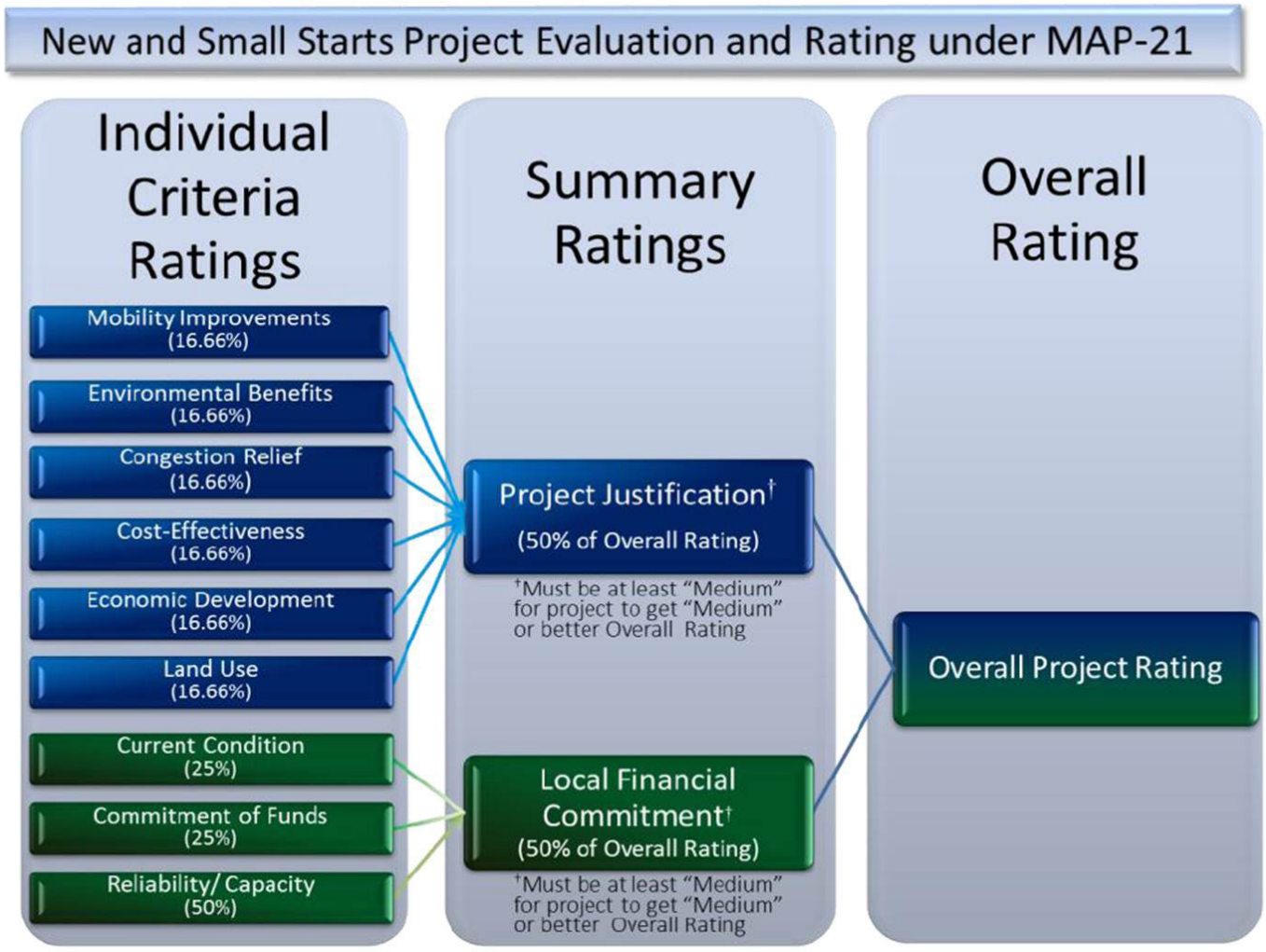
In order to receive project contributions from the Commonwealth of Virginia, the project must be adopted in to the Commonwealth Transportation Board's (CTB) State Transportation Plan. For transit and TDM, this plan is Statewide Transit/TDM Plan. The Statewide Plan is developed by DRPT in consultation with transit and TDM agencies, Metropolitan Planning Organizations, local governments and the public and is subject to adoption by the CTB.

The CTB is obligated under the Code of Virginia to allocate funds to highway systems, public transit, ports airports and other programs for the immediate fiscal year in a Six-Year Improvement Program (SYIP). The SYIP also contains estimates of future year allocations for the remaining five years. The SYIP is updated annually. The development of the SYIP includes a series of public meetings and meetings with key stakeholders including Metropolitan Planning Organizations and Planning District Commissions.

Projects Funded Locally

Projects can be funded solely with local contributions. In this case, project development is subject to local requirements. The process is likely to entail systems planning, preliminary engineering, final design, and right-of-way acquisition.

Figure 5-1: New and Small Starts Project Evaluation and Rating under MAP-21


New and Small Starts Project Evaluation and Rating under MAP-21
Individual Criteria Ratings
Mobility Improvements (16.66%)
Environmental Benefits (16.66%)
Congestion Relief (16.66%)
Cost-Effectiveness (16.66%)
Economic Development (16.66%)
Land Use (16.66%)
Current Condition (25%)
Commitment of Funds (25%)
Reliability/ Capacity (50%)
Summary Ratings
Project Justification† (50% of Overall Rating)
†Must be at least "Medium" for project to get "Medium" or better Overall Rating
Local Financial Commitment† (50% of Overall Rating)
†Must be at least "Medium" for project to get "Medium" or better Overall Rating
Overall Rating
Overall Project Rating

Source: www.dot.fta.gov

Regional or Local Transit Projects

Regional or local transit projects are generally funded either locally or in concert with the Commonwealth.

Projects using State Funds

Virginia's Department of Rail and Public Transportation administers both State Aid and Federal Aid Grant programs related to transit and TDM. The programs are often subject to matching local fund requirements and/or maximum available funding.

DRPT requires that any public transit operator receiving state funding prepare, adopt, and submit a TDP. A TDP is intended to improve efficiency and effectiveness of public transportation services in the Commonwealth, maximize the investments of public funds to achieve the greatest possible public benefit, and to provide the basis for inclusion of an operator's capital and operating programs in planning and programming documents such as the SYIP. TDPs must be completed every six years, supplemented by an annual letter describing progress made toward implementing the TDP and any significant changes.

Projects Funded Locally

Projects can be funded solely with local contributions. Under these conditions, project development is subject to local guidelines.

Projects Underway

Throughout the region, specifically in the inner core, many projects consistent with the Super NoVa vision are underway. These projects, described in detail below are prime examples of locals working to advance projects that will have an impact on travelers beyond their jurisdiction and expand the coverage of high-capacity transit in the region. The projects are also mapped in **Figure 5-2** on page 74.

1. **Columbia Pike Streetcar**
   - **Project Description:** Streetcar and bus service along VA 244 (Columbia Pike) connecting to the Pentagon and the Crystal City/Potomac Yard (CCPY) Transitway
   - **Agency/Jurisdictional Lead:** Arlington County
   - **Status:** Preliminary Engineering

2. **Crystal City Potomac Yard Transitway**
   - **Project Description:** Bus rapid transit on portions of the Route 1 Corridor in Arlington County and the City of Alexandria via the planned Potomac Yard Metrorail station
   - **Agency/Jurisdictional Lead:** Arlington County/City of Alexandria
   - **Status:** Under Construction. Expected Operation in 2014

3. **Crystal City Streetcar Project**
   - **Project Description:** Streetcar (conversion of Arlington section of the CCPY Transitway to streetcar)
   - **Agency/Jurisdictional Lead:** Arlington County
   - **Status:** Environmental Assessment. Expected Operation in 2019

4. **Dulles Corridor Metrorail Project (Silver Line) Phase I**
   - **Project Description:** Metrorail extension from Fairfax County to Reston via Tysons Corner, including five new stations
   - **Agency/Jurisdictional Lead:** Metropolitan Washington Airports Authority (MWAA)
   - **Status:** Construction and Systems Acceptance Testing. Expected Revenue Operation, 2014

5. **Dulles Corridor Metrorail Project (Silver Line) Phase II**
   - **Project Description:** Metrorail extension from Reston to Loudoun County via Dulles Airport, including six new stations
   - **Agency/Jurisdictional Lead:** MWAA
   - **Status:** Construction. Expected Operation in 2018

6. **Duke Street (Virginia Route 236) Transitway**
   - **Project Description:** High-capacity bus transitway
   - **Agency/Jurisdictional Lead:** City of Alexandria
   - **Status:** LPA identified. Additional System Planning Required

7. **Fairfax County Countywide Transit Network Study**
   - **Project Description:** Study of Enhanced Public Transportation Corridors (EPTC) with High Quality Transit Network (HQTN) and further define modes, right-of-way, and station locations
   - **Agency/Jurisdictional Lead:** Fairfax County
   - **Status:** Proposed High Quality Transit Network Concept as of March 2014

8. **I-66 Multimodal Study Inside the Beltway**
   - **Project Description:** Study of potential multimodal improvements that can address existing and future transportation needs in the I-66 corridor
   - **Agency/Jurisdictional Lead:** VDOT/DRPT
   - **Status:** Report completed June 2012

9. **I-66 Outside the Beltway – Tier I EIS**
   - **Project Description:** Study of potential multimodal improvements that can address existing and future transportation needs in the I-66 corridor
   - **Agency/Jurisdictional Lead:** VDOT/FHWA/DRPT
   - **Status:** Tier 1 Draft EIS Completed, February 2013

10. **U.S. Route 1 Multimodal Alternatives Analysis**
    - **Project Description:** Study that will recommend a program of transportation improvements including potential for BRT, LRT, extended Metrorail service, roadway widening, and restructured pedestrian/bicycle pathways and facilities
    - **Agency/Jurisdictional Lead:** DRPT
      - Fairfax County, Prince William County, VDOT, Office of Intermodal Planning and Investment (OIPI)
    - **Status:** Alternative Development and Evaluation

11. **Virginia Route 7 Multimodal Alternatives Analysis**
    - **Project Description:** Study that will assess the need for high-capacity transit service and other transportation improvements in the Route 7 corridor and adjacent major activity centers
    - **Agency/Jurisdictional Lead:** Northern Virginia Transportation Commission (NVTC)
      - Fairfax County
      - City of Alexandria
    - **Status:** Alternative Development and Evaluation

12. **Virginia Railway Express (VRE) Spotsylvania County Extension**
    - **Project Description:** Commuter rail extension and new station in Spotsylvania County
    - **Agency/Jurisdictional Lead:** VRE
    - **Status:** Station Construction

13. **Van Dorn/Beauregard Corridor Bus Rapid Transit Line**
    - **Project Description:** Alternatives analysis for high-capacity bus transitway for sections of Van Dorn Street and Beauregard Street
    - **Agency/Jurisdictional Lead:** City of Alexandria
    - **Status:** Alternatives Analysis and Environmental Assessment Underway. Operation anticipated in 2018

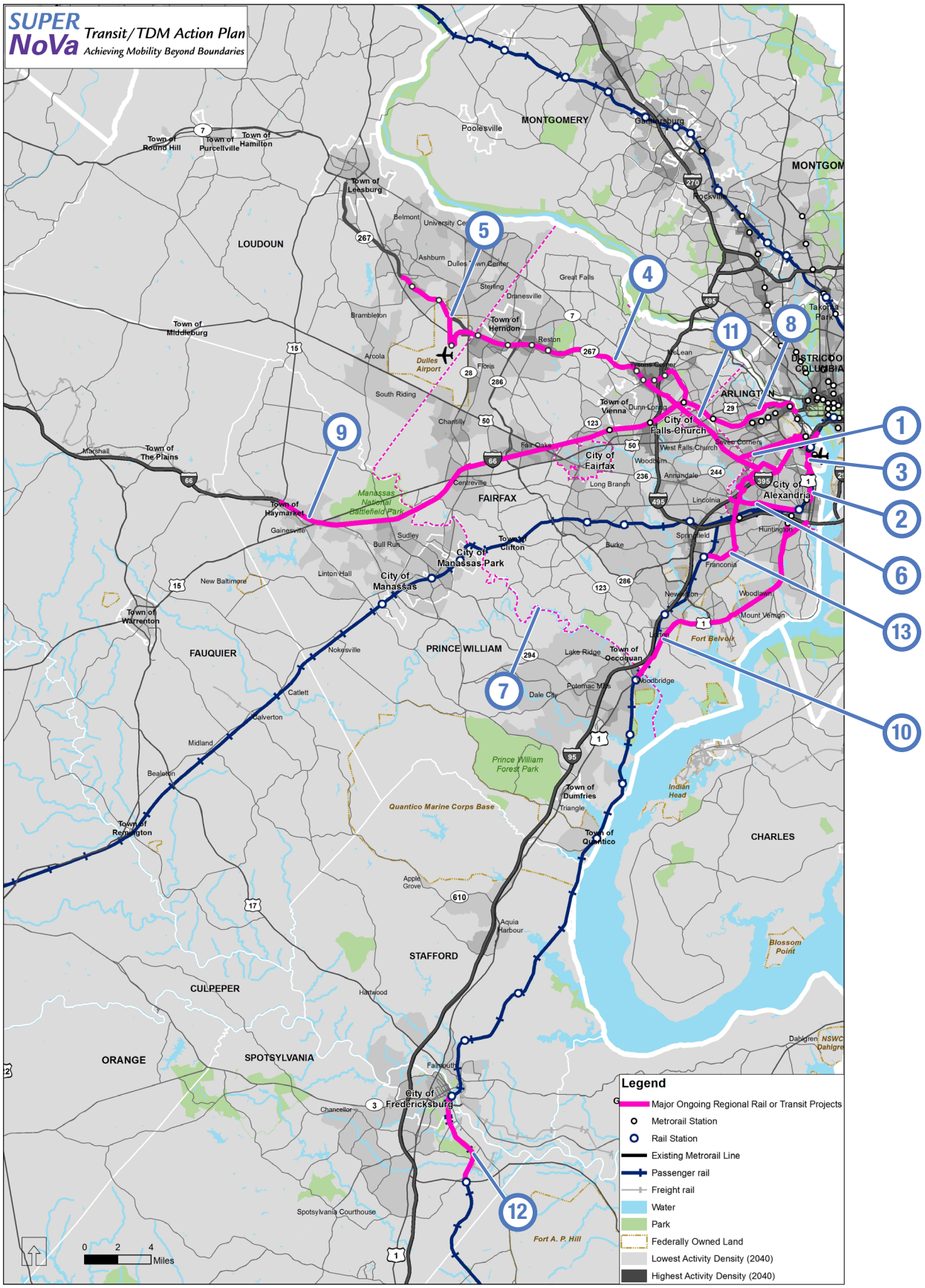
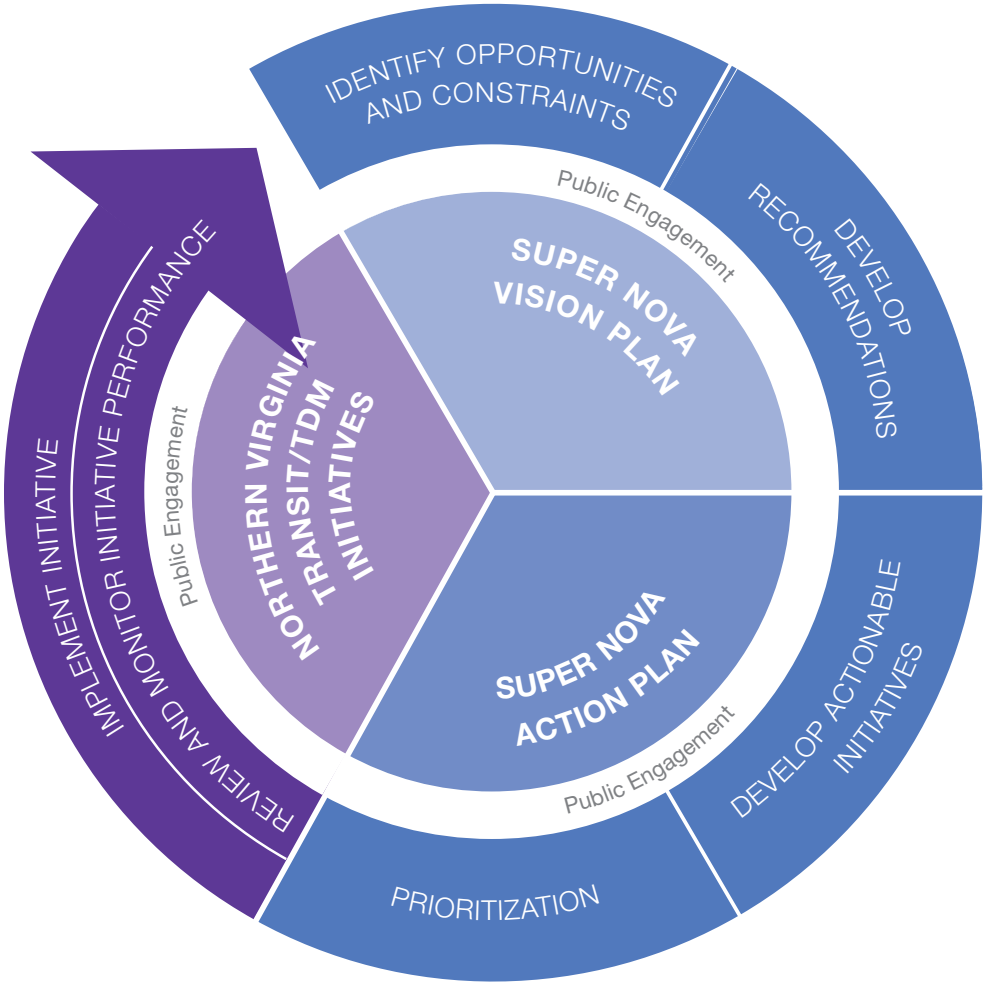


Figure 5-2: Current High-Capacity Transit Projects in the Super NoVa Region

Numbers reference projects listed on the previous pages.

CHAPTER 6 FUTURE INITIATIVES

From the public and stakeholder input there is strong potential to generate momentum for the implementation of a few initiatives identified in the Super NoVa Transit and TDM Vision Plan. Leaders and agency staff from across the Greater Northern Virginia region have actively participated in the development of the Vision Plan and Action Plan. This leadership and energy towards achieving mobility beyond boundaries is hoped to continue under various new forms.



The Super NoVa Vision Plan and Action Plan established a framework for regional cooperation and planning.

Purpose

The purpose of continued action on initiatives in a coordinated and cooperative environment is key to achieving mobility beyond boundaries. The process strives to implement tangible initiatives in close coordination with jurisdictional and agency staff, which will advance mobility in the greater Northern Virginia region.

Structure

The leadership structure and implementation strategies of new initiatives is not defined as of yet, but certainly can be led by state, regional, and local partners. Each initiative may have a different structure for implementation leadership and support that will be defined as these initiatives take form in the future.

Initiatives

As a result of the recent Action Plan development process, five initiatives that garnered significant executive, staff, and public stakeholder support for initial action were identified. The five initiatives are:

1. **Regional TDM** – Develop new corridor- and activity center-specific TDM programs and improve the regional ridesharing and ridematching database
2. **Multimodal Hubs** – Advance the process of establishing a system of multimodal transfer facilities
3. **Interface of Regional Transit Development Plans (TDP)** – Analyze the interface between Transit Development Plans
4. **Regional Technology Coordination** – Establish a transit technology forum and encourage the use of open data
5. **Outer Jurisdiction Commuter Bus** – Develop a commuter bus market study for service outside of the NVTC and PRTC jurisdictions, including public and private operators

Enhancing Regional Transportation Demand Management (TDM)

Description:

The TDM initiative aims to build on recent momentum generated by the TDM providers to accomplish two goals:

- Improve the regional ridesharing and ridematching database
- Create a pilot program for a new corridor- or activity center-specific TDM program in the region

This initiative grew out of stakeholder needs both inside Northern Virginia and in the surrounding region outside of Northern Virginia. There was a collective call to work together to greater connect travelers using the latest advancements in technology and ridematching services.

Demand management strategies play a large role in helping to reduce congestion and provide travelers with mobility choices. TDM in the greater Northern Virginia region can be expanded to significantly improve people's quality of life by providing viable transportation choices and information that support cost-effective travel, reliable travel times, a cleaner environment, healthy communities, and a more prosperous and livable region.

Related Action Plan Policies :

- Improve the regional ridesharing and ridematching database
- Develop new corridor- and activity center-specific TDM programs

Work Tasks

Regional Ridesharing and Ridematching Database

- Establish a working group (potentially the Northern Virginia TDM Working Group, which includes representatives from outside the area)
- Coordinate with Metropolitan Washington Council of Governments (MWCOG) Commuter Connections Subcommittee
- Study and evaluate needs, emerging technologies, and cost effectiveness for improvements to the Commuter Connections regional ridematching and/or Virginia statewide ridematching system and database that would result in a super-regional ridematching system and database
- Procure the new ridematching system
- Train TDM professionals in use of the system
- Implement other recommendations from the working group study

Develop a new corridor- and activity center-specific TDM Program

- Establish a working group (potentially the Northern Virginia TDM Working Group, which includes representatives from outside the area)
- Develop a best practices guide based on Tysons Express, Virginia MegaProjects, and other examples
- Choose a pilot corridor or activity center and gather local approval
- Document existing travel conditions
- Develop a one-year TDM program for the pilot area. Development of the program should incorporate public engagement
- Implement the program
- Evaluate the program after one year

Outcomes

- Increased ridesharing
- Improved ease-of-use for consumers
- Increased mobility options to and from major employment and military centers
- Reduced single-occupant-vehicle travel and parking demand

Defining Multimodal Hubs

Description

The purpose of the multimodal hub initiative is to develop regional guidance on hubs describing desired locations and definitions for multiple types of hubs. It is envisioned that the guidance will also discuss regional transfer facilities. The initiative may also prioritize locations for new hubs. This initiative will lead towards coordinated hub planning in other state, regional, and local efforts.

The concept of regional transportation hubs was developed by regional stakeholders. Transit hubs are envisioned as purposefully developed facilities where transit connections can be easily made and where travelers can have easy and comprehensive access to transit and TDM services. It was recommended that hubs be of many different scales and purposes in coordination with the context within which they exist and their role in the region's transportation system. Some hubs would stand alone as transit facilities, while others may be integrated into other facilities and development. Generally, hubs should be locations where multiple travel options are available, access is available by many travel modes, travelers feel safe and secure, and information is provided for regional transportation options and TDM services.

Related Action Plan Policy

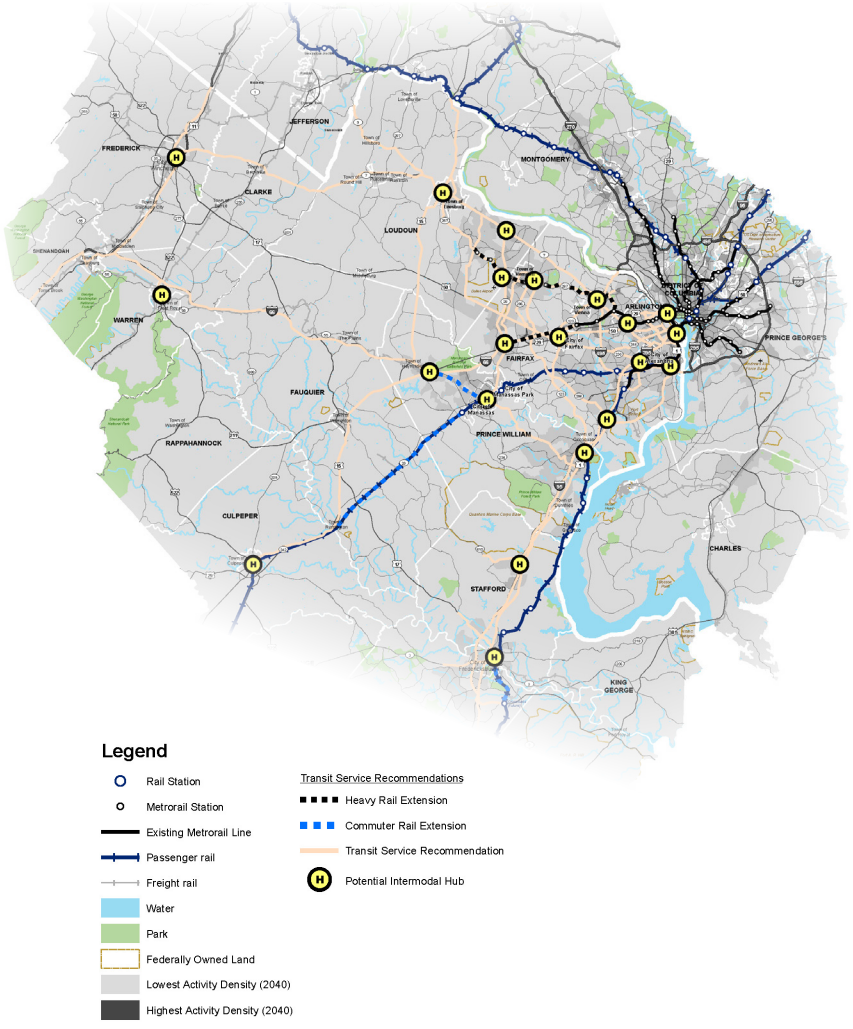
- Define and build a system of intermodal transit centers/hubs (including park-and-rides) with supporting infrastructure, services, programs, and technology

Work Tasks

- Establish a working group
- Establish regional hub criteria and typology
- Evaluate costs and benefits of hubs
- Inventory opportunities for new hub locations
- Conduct public engagement
- Prioritize locations for new hubs
- Develop an implementation plan for high-priority hub locations

Outcomes

- Standardized criteria for multiple types of multimodal hubs throughout the region
- Framework for advancing high priority locations



Super NoVa Vision Plan Facility Recommendations

Connecting the Region's Transit Development Plans (TDP)

Description

TDPs have been developed for every transit operator throughout the Commonwealth. Each operator's plan is specifically scoped to cover the governed area. Due in part to the current funding structure in which funding is matched locally, efficiencies and/or routing options that may improve the experience for transit patrons resulting from a more regional point-of-view may not be recognized. Yet, stakeholders agree that the efficient operation of services on a regional level and improved customer experience are tenants of service provision. As the region grows, solutions to transportation challenges become increasingly more multijurisdictional and sophisticated. Planning at a broader scale will become increasingly important so that relatively scarce resources can be used to create the greatest benefit.

Looking at the interface at border areas of jurisdictions with regard to TDP-developed transit operations is a critical step toward advancing regional operational efficiencies and an interconnected system plan involving multiple jurisdictions and operators. Multijurisdictional transit planning initiatives should not override the extensive ongoing local and regional planning, but supplement these initiatives to effectively support regional transit riders.

Related Action Plan Policy

- Enhance multijurisdictional transit and TDM planning

Work Tasks

- Establish a working group
- Hold a summit to identify a common mission
- Compile existing TDPs and up-to-date schedule and route information
- Analyze the interface of services and facilities in local TDPs

Outcomes

- More efficient use of resources
- Reduced service duplication
- Identification of regional gaps in transit service and coverage
- Opportunities for transit partnerships between jurisdictions and operators

Expanding Regional Transit/TDM Technology Coordination

Description

Transit operators across Virginia are continuing to deploy a variety of technologies for improving transit service planning and operations. Statewide, ITS planning and deployment has been a process driven primarily by local interest or emerging local needs, rather than a cooperatively planned deployment that focuses on the comparative needs between providers across the region. There is tremendous benefit in coordinated transit ITS at a regional and statewide level.

The technology initiative would establish a continued transit technology forum that could develop best practices for policies and projects related to existing and emerging technologies. Some of the topics could include transit operating technology, ICM, mobile applications, and open-source travel data. Some of this work has been done by DRPT in the past and is currently championed to some degree by the Arlington Mobility Lab. A regional approach and local participation are key elements to the success of this effort.

Related Action Plan Policies

- Promote multijurisdictional technology planning
- Foster private investment in traveler information mobile applications
- Provide comprehensive, open-source travel information and data for transit and TDM

Work Tasks

- Organize a multi-jurisdictional transit technology forum to coordinate large-scale technology changes/additions
- Research best practices for existing and emerging technologies from around the world
- Engage private sector technology leaders
- Promote technology knowledge and product awareness through information exchanges and training
- Develop regional guidance on transit and rail technology infrastructure and platforms
- Develop regional guidance for availability and format of real-time transit information
- Conduct public engagement

Outcomes

- Increased opportunities for system interoperability
- Sharing of knowledge and advice pertaining to cutting edge technologies
- Efficient and coordinated upgrades to technology system
- Comprehensive and easy-to-understand transit data for system users

Identifying Outer Jurisdiction Commuter Bus Opportunities

Description

As the region grows, commuters are traveling further and further to work each day. Today, commuter services are operated by a combination of public and private entities. The Vision Plan recommended a commuter-oriented transit network (see figure below) which includes commuter bus transit services that are primarily intended to serve work trips throughout the greater Northern Virginia region. For a large portion of this recommended network, future travel demand was significant and supportive of peak-oriented transit investments such as express and regional commuter bus services.

This initiative would perform a market study for commuter bus service in the outer jurisdictions of greater Northern Virginia including the Shenandoah Valley, Culpeper region, and the greater Fredericksburg area. The market study would consider both public and private transit operators and the relationship of commuter bus service with vanpool. The study would identify and prioritize opportunities for new service and coordination with existing service.

Related Action Plan Policies

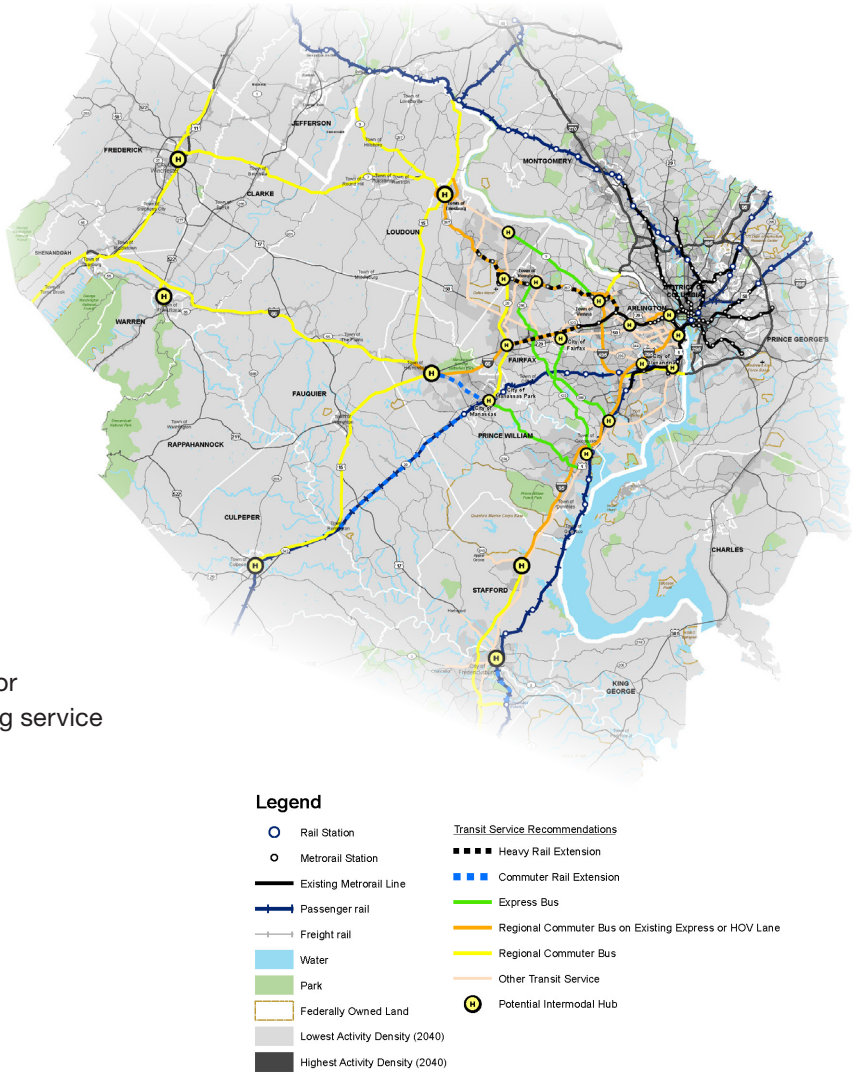
- Enhance multijurisdictional transit and TDM planning
- Support continued public-private partnerships in operations

Work Tasks

- Establish a working group with public and private transit operators, inner and outer Northern Virginia jurisdictions, and vanpool coordinators
- Conduct market potential study, which may include:
  - Analysis of travel patterns
  - Draft operating plan(s)
  - Public engagement such as expressed preference survey
- Provide range of potential new services or opportunities for collaboration on existing service

Outcomes

- Expanded commuting options
- Transfer opportunities between public and private operators
- Understanding of demand for expanded commuter service



Super NoVa Vision Plan Commuter-Oriented Transit Network Recommendations

PREPARED FOR:

DRPT
Virginia Department of Rail and Public Transportation

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Achieving Mobility Beyond Boundaries